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VOL. 73. NO. 62

NEW YORK, U. S. A., WEDNESDAY, APRIL 1, 1953

TEN CENTS

'U'Reveals New Low Cost Wide Screen Process

System Adaptable to All Projection Media

A wide-screen process that will permit the projection of standard, three-dimensional and panoramic type pictures has been developed by Universal and is now being demonstrated at the studio, it was revealed here yesterday by William Goetz, vice - president in charge of production. Goetz, president Milton Rackmil and executive vice - president Alfred Daff arrived in New York Monday after seeing the new system in operation on the Coast.



William Goetz

Costs of the screen and the projec-

(Continued on page 2)

Drive-in Circuit Orders CinemaScope

HOLLYWOOD, March 31.—Citing an order for 19 CinemaScope and stereophonic sound units from the Claude Ezell drive-in circuit in Texas, Al Lichtman, 20th Century-Fox director of distribution, today said it should "dispel doubt as to the adaptability of CinemaScope to drive-in theatres."

National Theatres, Lichtman said, has placed orders for 217 installations,

(Continued on page 2)

1st Major 3-D Film Opens Here April 8

"Man in the Dark," first three-dimensional feature picture produced and released by a major company, will have its world premiere at the Globe Theatre here next Wednesday. Filmed by Columbia in its own 3-D process, "Man in the Dark" stars Edmond O'Brien and Audrey Totter. Lew Landers directed and Wallace MacDonald produced.

Canada's 80 Drive-ins Seen Heading For A New Record in Attendance

Ottawa, March 31.—As a direct result of the sharp increase in the number of cars being driven in Canada this year, drive-in theatre business is expected to benefit from a boom in business and a new record attendance figure in all areas, with some 80-odd open air theatres scheduled to start operations shortly in all provinces except three, including 46 in Ontario alone.

Moreover, drive-in theatres in Canada are preparing for new peak earnings from advertising and other subsidiary revenues this season.

It is predicted unofficially that paid admissions this season to drive-in theatres will jump up above the \$4,000,000 mark, exclusive of taxes.

\$1,250,000 Gross Cited For 'Cinerama' in 6 Months

The six-month anniversary of "This Is Cinerama" at New York's Broadway Theatre is being observed this week, "with all indications that it will continue indefinitely," according to a Cinerama spokesman here.

Triumvirate Rules Fabian Theatres

A triumvirate composed of Ed Fabian, assistant secretary, Lou Golding, division manager for the Wilmer and Vincent circuit of Fabian Theatres, and Bernard Brooks, head buyer and booker, is managing Fabian Theatres, it was learned here yesterday.

The emergence of the triumvirate came as a consequence of Si Fabian and Samuel Rosen, president and secretary-treasurer of Fabian Theatres, respectively, devoting their major effort to the Stanley-Warner Theatre Corp., which they also head in similar positions.

Under the triumvirate set-up, it was

(Continued on page 6)

FCC Cautious on Color TV Decision

WASHINGTON, March 31.—Federal Communications Commission chairman Paul A. Walker told Congress today that it would be premature to pass judgment on the television industry's new "compatible" color television system until field tests are completed and the resulting data is given to the FCC.

It may be that the new system is all that its proponents claim, Walker said, "but the fact is that this has not yet been demonstrated. It also may not be all that its proponents hope for it."

Testifying before the House Com-

(Continued on page 6)

Since its premiere on Sept. 30, the film has played to more than 650,000 patrons in the 1,315-seat theatre, and grossed more than \$1,250,000, "with a constant advance sale that has not fallen below \$300,000 since the week it opened," the Cinerama office reports.

Mail-orders at the rate of 500 a day continue to flood the box-office, with advance reservations extending to June 1, when "This Is Cinerama" moves to the larger Warner Theatre. More than 1,500 mail-orders, moreover, have already been received requesting reservations for the period between June 1 and Oct. 1, it was said. It is indicated that it will pass the \$2,000,000 mark this summer.

Canadian Allied Unit Being Considered

The holding of a separate convention for drive-in theatre members during the national Allied conclave in Boston next fall and the establishment of a Canadian unit of the national organization are being considered by the Allied board of directors.

The large number of Canadian exhibitors who attended the drive-in meeting in Milwaukee last week, in conjunction with the Wisconsin Allied convention, was a factor in the new considerations of the Allied board. There appears to be a strong desire on the part of Canadian independent exhibitors to tie in with national Allied.

Because drive-in exhibitors have different operating problems than those

(Continued on page 6)

Coast Probe Gets Proposals On Practices

Divorcement Is Blamed For Present Difficulties

By WILLIAM R. WEAVER

LOS ANGELES, March 31.—Four concrete proposals for remedying trade practices which have reduced the number of theatres in the Southern California area from 750 to 600 were placed before the Senate Small Business Committee by exhibitor Albert Hanson at today's opening session. Hanson, Southern California Theatres Owners Association board member and head of South-Lyn Theatres, a six-house circuit, deplored divorcement as the breeder of trade troubles unforeseen when urged by exhibitors, himself included, and recommended the return to a system reminiscent of block-booking.

Specifically, Hanson recommended these four steps:

(1) Establishment of a zoning and clearance schedule depending in part on exhibitors' (not distributors') ad-

(Continued on page 2)

Report New 3-Yr. Deal for Schwartz

A new contract for Sol Schwartz, president of RKO Theatres, running for three years and calling for an increase in salary has been concluded, it was reported here yesterday.

Schwartz would neither confirm nor deny the report. The RKO Theatres president also declined comment on whether he had met with Howard

(Continued on page 6)

Pacific Northwest Drive-ins Organize

Portland, Ore., March 31.—With an increase in the number of drive-in theatres in the Pacific Northwest, and also the attendant problems incidental to their successful operation, some 30 drive-in owners are shortly to announce a new association covering drive-ins in Oregon and Washington. Among prominent owners participating are Forman Brothers, now operating a large circuit in the Pacific Northwest.

Personal Mention

BERNARD JACON, Italian Films Export vice-president in charge of sales, will return to New York today from Atlanta.

LISA HOWARD, screen and TV actress, will be married today at Temple Emanuel here to **WALTER LOWEN-DAHL**, executive vice-president of Transfilm. They will honeymoon in Florida.

ROY ROWLAND, director, was the principal speaker at the mid-term luncheon of the University of Southern California in Los Angeles this week.

GEORGE SIDNEY, M-G-M director, addressed students and the faculty at the UCLA drama department in Los Angeles this week.

M. PERSON, manager of the Westrex Co. of Mexico, has arrived in New York.

ED STEVENS, president of Stevens Pictures, Atlanta, was a visitor in Miami.

LOUIS R. GOLDING, Fabian Theatres executive, was in Albany from New York.

Coast Probe

(Continued from page 1)

mission prices; (2) Elimination of all bidding except in cases where clear-cut competition prevails, and then only on an independent exhibitor's request; (3) Making it possible for an exhibitor to buy a whole season's product on a franchise basis, to assure himself adequate product supply; and (4) Establishment of an arbitration system which a government agency would supervise long enough to get it running smoothly.

Son Testifies

Hanson declared that home office sovereignty over distribution and sales has made it impossible for an exhibitor to know for sure on the day before an opening that he will have a picture. Wayne Hanson, his son, who actively manages their theatres and who followed his father on the stand, cited specific instances to support this contention. The younger Hanson also quoted several exchange managers, by name, to indicate their indifference to hardships worked by companies' arbitrary handling of bids, availabilities and, finally, prints themselves.

The elder Hanson said divorcement, which had looked good in prospect but proved damaging, had relieved producers of the necessity to manufacture a steady supply of pictures for their own theatres, and that the number made annually has dropped sharply in the past three years as a consequence. This shortage also compels the exhibitor to overbid for product he doesn't really want but cannot afford to pass up for fear of going dark, and cited "The Greatest Show on Earth" as an instance where business was big but

Review

"Man on A Tightrope"

(20th Century-Fox)

HIGHLY skilled and effectively used talents make top-drawer drama of this story of the escape of a company of Czecho-Slovakian circus people from behind the Iron Curtain. Beginning with Robert E. Sherwood's taut and effective screen play, based on a story by Neil Paterson, producer Robert L. Jacks has provided quality workmanship all the rest of the way.

The effective cast, under the direction of Elia Kazan, is headed by such fine players as Frederic March, Terry Moore, Gloria Grahame, Cameron Mitchell, Adolphe Menjou and numerous others, all contributing distinguished performances. While not an anti-Communist preachment, as such, the picture's graphic depiction of police methods in a Soviet controlled society has the effect of impressing upon free people the realization of how intolerable existence in such a society can be. In the present instance, lives, property and careers are risked to escape it.

March is the veteran circus owner who with a few trusted associates plots a flight of the entire troupe over the border into the American zone of Germany. Having foreigners among his performers and having failed to change a clown act into anti-capitalist propaganda, March has earned the attention of the police. His personal anxieties are increased by a love affair between his motherless daughter, Miss Moore, and Mitchell, one of his employees. The love of his second wife, Miss Grahame, has suffered from neglect due to his preoccupation with planning the escape and his worry over the deteriorating circus equipment, which cannot be replaced.

Suspense is effectively sustained as the escape plot is put into action, one mishap after another being overcome as the troupe moves nearer to the boundary and eventually makes the final dash past a border garrison and over a narrow bridge to freedom. March dies of wounds at the hand of a member of the troupe who attempted to halt the flight. The circus, in the hands of his wife and daughter, readies itself for the new life.

"Man on A Tightrope" is well done, suspenseful drama, relieved by snatches of circus performances and colored by the insight it provides into life behind the Iron Curtain and the desperation of many imprisoned there. Made in Germany, it is replete with authentic backgrounds and many fine shots of the scenic Bavarian mountain country. Exhibitors can back it strongly, confident that audiences will find it excellent and timely drama, superbly produced and acted.

Gerd Oswald was associate producer. Others in the fine cast, in addition to those mentioned, are Robert Beatty, Alex D'Arcy, Pat Henning, Paul Hartman and Margaret Slezak. The Brumbach Circus appears as the troupe in the picture. Running time, 105 minutes. General audience classification. For May release.

SHERWIN KANE

CinemaScope

(Continued from page 1)

including the Roxy, New York; Detroit Fox; Chinese, Los Angeles; Philadelphia Fox; San Francisco Fox; Paramount and Coliseum, Seattle; Uptown and Tower, Kansas City; Palace, Milwaukee; Esquire, Denver, and other top houses of the circuit.

The following contracts for installations also have been received, Lichtman said: Walter Reade Theatres, 11; Walter Morris, two; Ralph Goldberg, six; Joseph Varbalow, 12; George Schwartz, three; C. Heyward Morgan, three; Harry J. Schad, two; Jack Skirball, three; Max Laemmle, three, and an "indeterminate" number from John Harris, Martin Ellis, Mike Naify, Stanley Sumner, James Mirras and Lloyd J. Wineland.

terms so high that he lost money on the engagement. He said exhibitors usually could get adjustments in such cases under block-booking, but usually cannot now.

Hanson said 75 per cent of the independent theatres in this area are losing money steadily, setting his own loss at \$146,903 for the past three years, and are hoping for 3-D or some other development to give them new life.

Burton Jones, San Diego exhibitor, was the last witness today. There will be more exhibitor witnesses tomorrow and distributors will be heard on Thursday.

DeBra and Ramsdell To Speak on 3-D

BOSTON, March 31.—Arthur DeBra of the Motion Picture Association of America, New York, will speak on the current state of 3-D films and Floyd Ramsdell, inventor, will explain the workings of 3-D cameras and films at the Harvard Law School Forum, Cambridge, on Friday evening. There will be a one-hour demonstration of 3-D shots.

Following an intermission, Elinor Hughes, drama and film editor of the *Boston Herald* will speak on the entertainment aspects of 3-D films and Dr. John Brooks of the Harvard Medical School will speak on the educational aspects.

Shea Circuit Sets 3 Regional Meetings

Arrangements have been completed for a series of three regional meetings which will cover all Shea theatres in Ohio, Pennsylvania, New York, New Hampshire and Massachusetts, circuit president Gerald Shea discloses.

The first meeting will be held in Zanesville, O., on April 21, the second in Youngstown, O., on April 23, and the third in New England at a date not yet set.

Other home office representatives who will attend are Richard A. Harper and Ray Smith. Discussions will cover all phases of operation.

New 'U' System

(Continued from page 1)

tion attachments have not yet been determined, but it was stated at a press conference that the financial outlay will be small and within the reach of every exhibitor. Only a lens and a change in the aperture plate are required for projection, plus a screen with a three-foot curve. The development calls for a projection ratio of 1.85 to 1, but the screen also will hold a picture shot at the ratio of 2 to 1. No special lens is needed for the camera, it was stated.

Goetz explained that studio technicians had been working in secret on the process and that the first demonstration had been held at the studio last Thursday. Under Universal's system, it was said, an exhibitor can show pictures made in any process. Plans for the manufacture and distribution of the equipment have not yet been formulated, he said. The screen, which is the only patentable portion of the system, is highly reflective, giving a 4 to 1 light brilliancy, Goetz stated.

Goetz said every Universal picture made from now on will have stereophonic sound, but that the pictures can be exhibited with conventional sound as well. As for true 3-D pictures, he said, Universal has one in production, "Wings of the Hawk," and has completed another, titled "It Came from Out of Space." The studio has mapped out its schedule of releases for the next 11 months, but the form they will take as to 3-D or standard has not been determined. Six pictures are now in various stages of production.

Daff, Goetz and Rackmil asserted that the simplicity of the system as well as the low cost would be an attractive incentive for exhibitors to install the necessary equipment. It could not be predicted as to how soon the system would be ready for general use, although it was indicated that it would be shown in a "test house" in New York as soon as possible.

Chi. Plant to Make Stableford Screen

A Chicago plant for production of the English Stableford screen, for which Sol Lesser holds American distribution rights, will be opened by the Donford Corp. of Kansas City.

The Donford Corp. holds the U. S. manufacturing rights for the screen, claimed to be suitable for 3-D, wide-screen, TV, drive-in and standard projections. Lesser said the screen can be made in any size and was recently passed by the Society of Motion Picture and Television Engineers. The Stableford screen was used for stereoscopic projection at the Festival of Britain last year.

Detroit Cinerama Big

DETROIT, March 31.—First week's gross of Cinerama at the Music Hall Theatre here was \$30,000, which is 97 per cent of capacity for the seven-day period. Every performance with the exception of three matinees was a sellout, according to Joseph Kaufman, director of exhibition for Cinerama.



LEADERSHIP!

HOLLYWOOD!

In the capitol of the film world M-G-M for the second successive year has been accorded more Academy Awards than any other company. Among M-G-M's Awards, there were 6 just for "THE BAD AND THE BEAUTIFUL." Exhibitors are putting this ticket-selling fact into the newspaper ads of this great attraction. M-G-M has also added it to the trailer.

Tops In Shorts Too!

M-G-M leadership in the Short Subject field is proven again with the selection of the Tom and Jerry Technicolor cartoon "Johann Mouse" as the Oscar winner for The Best Cartoon. This is M-G-M's 8th Academy Award for Technicolor Cartoons.

BROADWAY!

In the capitol of show business the M-G-M trade-mark is more importantly on theatre marquees than that of any other company, as we go to press:

STATE — Now: M-G-M's "THE NAKED SPUR" (*Tech.*)

Coming: M-G-M's "I LOVE MELVIN" (*Tech.*)

MAYFAIR — Just completed 9-week-engagement:

M-G-M's "ABOVE AND BEYOND" • Now: M-G-M's "JEOPARDY"

CAPITOL — Next: M-G-M's "BATTLE CIRCUS"

MUSIC HALL — Just completed: M-G-M's "STORY OF THREE LOVES" (*Tech.*)

TRANS-LUX 52nd St. — Record-breaking extended run: M-G-M's "LILI" (*Tech.*)



RECORD BREAKING RUNS IN

NEW YORK...19TH WEEK!

BOSTON...15TH WEEK!

LOS ANGELES...15TH WEEK!

PHILADELPHIA...9TH WEEK!

CHICAGO...8TH WEEK!

SEATTLE...7TH WEEK!

SAN FRANCISCO...7TH WEEK!

WASHINGTON...7TH WEEK!

LOUISVILLE...4TH WEEK!

MONTREAL...3RD WEEK!

DETROIT...3RD WEEK!

CLEVELAND...3RD WEEK!



... and

SAMUEL GOLDWYN'S
"HANS CHRISTIAN

CITY AFTER CITY AFTER CITY!



still running!

ANDERSEN"

10% Tax Proposed For Pennsylvania

Harrisburg, Pa., March 31. —A 10 per cent amusement tax was listed last night by Gov. John S. Fine's tax study committee among the several sources of revenue to raise an additional \$157,000,000 needed in new funds for 1953-55.

Columbia 6-Month Profit, \$247,000

A net profit of \$247,000 was reported here yesterday by Columbia Pictures for the 26 weeks ended last Dec. 27, compared to \$437,000 for the same period in 1951.

Harry Cohn, president, disclosed that earnings per share of common stock for the 26-week period ended Dec. 27 were equal to 17 cents per share, compared to 45 cents for the same 26 weeks in the previous year. It was noted that the comparative earnings per share of common stock are calculated on the 670,669 shares which were outstanding at the end of both periods.

Operating profit for the period ended Dec. 27, 1952, was \$390,000, against \$572,000 in the previous year, while estimated provision for Federal taxes was \$143,000 for the 26-week period in 1952, against \$135,000 in the same 1951 period.

Annual Meet of DuMont 'Holders Set for May 4

The annual meeting of common stockholders of Allen B. DuMont Laboratories will be held on May 4 at the company's offices in Clifton, N. J., to elect eight directors and officers.

Holders of the Class A common are entitled to elect five directors. Nominees are: Allen B. DuMont, president; Bruce T. DuMont, general superintendent; Thomas T. Goldsmith, Jr., director of research; Stanley F. Patten, vice-president, and Percy M. Stewart, partner in Kuhn, Loeb & Co. It is expected that the present officers will be reelected.

Paramount Pictures, as owner of

all of the Class B stock, is entitled to elect three directors. The company's proxy statement says Paramount's nominees are not known to it, but it is assumed they will be Barney Balaban, Paramount president; Paul Rabourn, vice-president, and Edwin L. Weisl, attorney, who are the present Paramount representatives on the DuMont board.

The proxy statements disclose that Dr. DuMont, whose aggregate remuneration last year was \$98,664, and Dr. Goldsmith, who received \$25,192, were the only officers of the corporation whose remuneration for 1952 exceeded \$25,000.

B'way Houses Set Easter Schedule

Key Broadway first-run theatres plan extra performances during the Easter holidays to accommodate an expected boost in patronage.

Beginning Friday, Radio City Music Hall will schedule extra performances of its traditional Easter show. The following is the Hall's opening schedule: Good Friday, 7:45 A.M.; Saturday, 8:15 A.M., Monday through April 10, 7:45 A.M.; April 11, 8:15 A.M.

Other Broadway houses slated to open early are the Paramount, Roxy, Capitol and Loew's State. Regular prices at most first-run situations will prevail. The Roxy will open at 8:00 A.M. during Easter Week.

Closes 2 Houses; 20% Tax, Bidding Blamed

Boston, March 31. — Laying the blame "squarely on two counts—the competitive bidding situation as it exists today and the 20 per cent government admission tax," Philip D. Bloomberg, an exhibitor for 33 years, has been forced to close his Plaza in Salem and Orpheum in Danvers.

"If the tax were lifted," says Bloomberg, "I could break even at the end of the year. . . . So far as bidding is concerned, the little fellow with a small first-run house doesn't have a chance."

Schwartz Deal

(Continued from page 1)

Hughes during his recent trip to the Coast. A possible meeting between the two was seen as a consequence of the reported plan by RKO Theatres to purchase Hughes' controlling stock interest in the theatre company, now trusted in consequence of the RKO consent decree. Another source, however, reported that the plan is virtually dead due to what is believed to be the price sought by Hughes for his trusted stock.

Canadian Allied

(Continued from page 1)

having conventional theatres—although trade practices are pretty much the same—the idea of having a separate convention for outdoor theatre men is being mulled by the national board.

Fabian Theatres

(Continued from page 1)

learned, Ed Fabian and Golding are mainly engaged in field work, while booking and general policy is one of the major functions of Brooks.

Rites for Mrs. Hammons

Funeral services were held yesterday in New Rochelle for Mrs. Sallie A. Hammons, mother of E. W. Hammons, film industry pioneer. Mrs. Hammons died at her home in Larchmont on Saturday.

Manos House to Open

COLUMBIANA, O., March 31. — George Manos' new 800-seat Manos Theatre here is set for opening tomorrow. This, the circuit's 15th theatre, has been more than two years in building.

FCC Cautious

(Continued from page 1)

merce Committee, Walker defended the FCC's 1950 decision approving the CBS color system, declaring that the CBS system was clearly the best system presented to the Commission at that time.

He agreed, however, that it would not now be in the public interest—that is, until the new industry system has been evaluated—either to scrap or push the CBS system.

Walker indicated the Commission felt it could not go along with RCA's proposal for immediate approval of the new system, without hearings. However, he said, he hoped any new hearings could be brief. If the industry is united on the new proposal, the hearings might be completed within two months after the proposal is put before the Commission, Walker stated. If there are different and competing views, he added, "then the proceedings almost certainly will not be as short as you and we would like them to be."

Resnick Resigning from FCC To Enter Private Practice

WASHINGTON, March 31.—Leo Resnick, Federal Communications Commission hearing examiner who presided over and passed on the complicated Paramount merger proceedings, is resigning from the Commission, effective Friday.

Resnick, who has been with the Commission for 13 years and a hearing examiner for six, will go into private practice in Washington, specializing in cases in the communications field.

D.C. Collins Becomes Altec Vice-president

D. C. Collins has become a vice-president of Altec Service Corp. following his retirement from Western Electric and Westrex Corp., it was announced here by G. L. Carrington, Altec president.

Collins' experience in the motion picture field extends back 25 years when he joined Electrical Research Products, where he advanced to vice-president and board member. After its merger with Western Electric he continued as manager of the ERPI division.

Collins has also served as a member of the board of Altec and is a director of Modern Talking Pictures. He also served as a director of Universal Pictures and World Broadcasting for some 10 years.

Starr Will Address Virginia Meeting

RICHMOND, Va., March 31.—Alfred Starr, president of the Theatre Owners of America, will be a speaker at the Virginia MPTA annual convention to be held at the Hotel Chamberlin, Old Point Comfort, May 5-7.

Syd Gates and Leonard Gordon, co-chairmen of the convention, said that Starr will speak on Thursday, May 7. The co-chairman also stated that invitations will be sent next week to exhibitors in Virginia, Maryland, the District of Columbia and North Carolina to attend the convention. Wilbur Snaper, president of Allied, was recently announced as the Wednesday speaker.



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with
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ALTEC SERVICE CORPORATION has more than 200 engineers actively engaged in the servicing of motion picture projection and sound equipment and the investigation of every new projection and sound technique including theatre television. Their knowledge of new equipment and improved servicing techniques is checked at Altec's laboratories and distributed to every Altec Service Man. This circulation of information provides your local Altec Service Man with the useful experience and knowledge of

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VOL. 73. NO. 63

NEW YORK, U. S. A., THURSDAY, APRIL 2, 1953

TEN CENTS

20 from 20th in CinemaScope In 15 Months

**One Feature A Month
In Oct., Nov. and Dec.**

Twenty "multi-million-dollar" CinemaScope productions will be released by 20th Century-Fox starting in October and continuing through 1954, it was revealed in a joint statement released here yesterday by Spyros P. Skouras, president; Darryl F. Zanuck, vice-president in charge of production, and Al Lichtman, director of distribution. There will be no so-called "regular" releases during the period, said a company spokesman.

In October, November and December, one CinemaScope picture will be released each month. They are:

OCTOBER: "The Robe," adapted from Lloyd C. Douglas' novel, produced by Frank Ross, directed by Henry Koster, script by Philip Dunne, and starring Richard Burton, Jean Simmons, Victor Mature and Michael Rennie.

NOVEMBER: "How to Marry a Millionaire" (Continued on page 12)

Delay Unified HO Pact

A plan discussed last year whereby negotiations for new contracts with home office employees would be handled on an all-industry basis has been set back for at least another year. Meanwhile, dickering on a new pact for the Paramount home office white collar workers, who are represented by Local H-63, has been deferred to April 21. The old contract expired on March 20.

Both the union and the distributors were interested in setting up all agree- (Continued on page 12)

70% of Warner Stock Has Been Exchanged

More than 70 per cent of the old Warner Brothers Pictures stock has been exchanged for the new stock of the picture company and Stanley Warner Corp. since consummation of the reorganization on Feb. 28, H. M. Warner informed stockholders of the picture company yesterday.

The old stock is exchangeable on the basis of one share for a half share (Continued on page 10)

Calls Effects of 'U' Wide-Screen Process Brilliant

HOLLYWOOD, April 1.—Scenes from "Desert Legion" and other in-release standard-proportioned pictures came off brilliantly when projected in Universal's 1-1.85 aspect ratio at the studio demonstration here for the press and other studios today.

Universal's aspect ratio lies about midway between CinemaScope's and Paramount's. Like Paramount, U-I will sell no screens, equipment or other facilities in connection with its big-screen development, and is turning its data and specifications over to the industry in the interest of making it practical for all theatres to use all types of product. Under questioning, U-I technicians who conducted the demonstration said the U-I screen will accommodate all systems announced so far.

The screen on which the demonstra- (Continued on page 10)

S-W Circuit in Talks For CinemaScope

Negotiations for CinemaScope are currently being conducted between the Stanley-Warner Theatre Corp. and 20th Century-Fox, Si Fabian, Stanley-Warner president, disclosed here yesterday.

Fabian, who commended the 20th-Fox process which he recently witnessed on the Coast, declined to state at this time how many Stanley-Warner Theatres would be equipped with CinemaScope, but he emphasized "we undoubtedly will have it."

Meanwhile, the circuit is moving along on the 3-D front, with approximately 200 out of the 350 Stanley-Warner Theatres now equipped for 3-D, Fabian disclosed.

The Stanley-Warner president, dis- (Continued on page 10)

List 69 New Orders For CinemaScope

An additional 69 applications for 20th Century-Fox's CinemaScope equipment has been received from exhibitors, with a heavy concentration of orders noted in New England, Colorado, Virginia and Michigan, Al Lichtman, distribution director, disclosed yesterday.

Included in the new batch of applications are requests for 23 installations by Maine and New Hampshire Theatres which covers Maine, Massachusetts, Vermont and New Hampshire. (Continued on page 10)

SENATE PRACTICES PROBE HITS D OF J

No Sterilization of Glasses Required

New York City has no ordinance requiring the sterilization of polarizing glasses nor is any such ordinance contemplated, a spokesman for the city's Department of Health, said yesterday.

The spokesman acknowledged that the department had received a number of calls from exhibitors seeking information on bookings of 3-D films, and the glasses. Such exhibitors, he added, have been informed of the department's position.

Exhibitors' Complaints At Coast Hearings Weigh Against Dep't

By WILLIAM R. WEAVER

LOS ANGELES, April 1. — The Senate Small Business Committee indicated, following the second day's hearings here, that it will undertake to find out why the Justice Department has failed, as evidence suggests, to properly enforce terms of the consent decrees in such a manner as to prevent the hardships described by five witnesses, who repeatedly stated appeals to the Justice Department had been turned down on the plea that the department lacked the manpower to investigate properly. A committee member remarked that this appeared unlikely in view of the appropriations the department had been voted.

Witnesses today were exhibitors Cecil Vinicoff, Rotus Harvey, Milton B. Arthur, Isadore Berman and E. S. Calvey.

One after another of today's witnesses named names, frequently also submitted documents, in charging that (Continued on page 12)

Frohlich Services Set for Tomorrow

Funeral services for Louis D. Frohlich, veteran industry attorney and copyright lawyer, will be held here at 10:00 A.M. tomorrow at Park West Memorial Chapel, 115 West 79th Street. Burial will be at Kensico, N. Y.

Frohlich, a partner in the well known industry law firm of Schwartz & Frohlich, died late Tuesday night in Lenox Hill Hospital here following an operation. He was 68 years old. He had undergone several operations a year ago but recovered sufficiently to resume law practice.

Born in New York, he was educated at Columbia University and New York Law School. He became associated early with the late Nathan (Continued on page 2)

Elect RKO Theatres Board in May

The six-man RKO Theatres board of directors will be up for reelection in May under the management proxy proposal, which will be filed shortly with the Securities and Exchange Commission, it was learned here yesterday.

The disclosure came as David J. Greene denied that he would stage a proxy battle seeking more than the two seats which he currently has on the board. Greene, associated with A. Louis Oresman on the board, said all the "mudslinging" which highlighted last year's RKO Theatres (Continued on page 10)

US Treasury Silent on Tax

WASHINGTON, April 1.—The Treasury Department is still ducking a stand on the Mason Bill to exempt motion picture theatres from the admission tax.

The Treasury is asked by the House Ways and Means Committee for its views on each major tax bill introduced. Usually, the answer is supplied within a few weeks. Rep. Mason (R., Ill.) said the Treasury was first asked for its views many weeks ago, was asked a second time about two weeks (Continued on page 12)

Name Judge Barnes To Trust Division

WASHINGTON, April 1.—President Eisenhower has finally found a man to head the Justice Department's anti-trust division, and sent to the Senate the nomination of California Judge Stanley N. Barnes to be assistant Attorney General in charge of anti-trust activities.

The anti-trust division has been without a chief since the new admin- (Continued on page 12)

Personal Mention

WILLIAM W. HOWARD, RKO Theatres vice-president, will leave here today for a tour of Mid-western cities.

JOHN NATHAN, Paramount manager for Continental Europe, underwent an appendectomy in Rome, where he had gone to confer with **GEORGE WELTNER**, president of Paramount International.

ELMER F. LUX, head of Elmart Theatres and president of the Common Council of Buffalo, has been named chairman of the governmental division of the Cancer Crusade.

WALTER HICKORY, for many years sales representative and manager of Atlanta film exchanges, but on sick leave for the past few years, has moved to St. Petersburg to live.

AB WEISBORD of M-G-M's advertising staff here has a presentation on "Julius Caesar" among the exhibits at the Art Directors Club of New York annual layout show.

LEO JONES, owner of the Upper Theatre in Upper Sandusky, O., welcomed back from the service **DONALD SWARTZ**, theatre manager, and **LAWRENCE THOMAS**, projectionist.

PAUL KUPCHUNOS of the East Windsor Drive-In Theatre Corp., Conn., has been named chairman of the South Windsor Town Plan and Zoning Commission.

STEVE DAVIS of the M-G-M home office exploitation department has returned here from a Miami Beach honeymoon.

ARTHUR L. PRATTCHETT, Paramount International Latin America division manager, returned to Mexico City from here by plane yesterday.

C. J. LOCHNAN, National Film Board of Canada international distribution head, has left Ottawa for Turkey.

CHARLES DECKMAN, Jr., manager of the Vine Theatre, Willoughby, is in University Hospital in Cleveland, convalescing from a heart attack.

STUART DUNLAP, M-G-M manager in Argentina, has arrived in New York.

MORI KRUSHEN, United Artists exploitation manager, left New York for Washington yesterday.

ALBERT DEAN of Paramount International left here yesterday for a two-week vacation in Florida.

Y. H. MORE, manager of the Westrex Co. Hong Kong branch, has arrived in New York.

ERIC JOHNSTON, MPAA president, is in Cairo.

Smith Case Inspired Ohio Solon's Fight Vs. Censors

OBERLIN, O., April 1.—State Senator C. A. Mosher revealed in an editorial in the *Oberlin News-Tribune*, of which he is editor, that he was moved to introduce his bill to repeal Ohio's film censorship law by the newsreel test case last year involving the arrest of Martin G. Smith, Toledo exhibitor.

Market Interest in 2 Circuit's Shares

With a turnover of 40,500 shares, National Theatres was the fifth most active stock on the New York Stock Exchange yesterday, closing at its high for the year, 77½, with no gain on the day.

RKO Theatres, also active with 27,100 shares traded during the day, closed at 4¾, up one-quarter, for its new 1953 high.

Financial circles attributed most of the interest in the two circuits' issues to 3-D and widescreen developments but also felt that new feelers for the purchase of Howard Hughes' RKO Theatres shares was responsible for some of the trading in that stock.

Insiders still hold to the belief that any deal for either Hughes' RKO Theatres or RKO Pictures controlling interests is unlikely until Hughes shows willingness to cut his asking price. Recent overtures are said to have brought indications that Hughes wants \$6 to \$7 per share for both issues, which is several points above the price current bidders have in mind.

Frohlich Services

(Continued from page 1)

Burkan, eminent copyright attorney and one of the founders of the American Society of Composers, Authors & Publishers. Following Burkan's death in 1936, Frohlich and Charles Schwartz and other associates in the Burkan firm, formed the law firm of Schwartz & Frohlich.

The firm represents ASCAP, Columbia Pictures, Fabian Enterprises and numerous show business figures. Frohlich was trial counsel for Columbia throughout the 13-year litigation of the U. S. vs. Paramount case. In collaboration with Schwartz he wrote "The Law of Motion Pictures" in 1917.

Frohlich is survived by his widow, Eleanor; two sons, Richard, who is with the public relations department of ASCAP, and Everett, who is associated with the Schwartz & Frohlich law firm. Also surviving are three brothers, Morris, Edward and Alexander, and a sister, Mrs. Samuel Fried.

Irvin Lebedeff, 58, Veteran Actor

LOS ANGELES, April 1.—Lithuanian-born Irvin Lebedeff, 58-year-old actor who had played nobleman roles in films for the past quarter of a century, died here last night of a heart attack. Coming to Hollywood from Germany in 1926, his last film was "Are These Our Children?" in 1943. He is survived by his widow.

Hits Ohio Censor Cuts on 'Little Sheba'

Columbus, O., April 1.—Dialogue cuts by Ohio film censors in "Come Back, Little Sheba" "do more harm than good," said Norman Nadel, theatre editor of the *Columbus Citizen*. The cuts were made in the scene in which Burt Lancaster threatens Shirley Booth with a kitchen knife. In each case, the cut was to eliminate one word, "slut." Nadel said the cuts serve to make the viewer "imagine the worst."

New Bill to Create A Tax Commission

WASHINGTON, April 1.—Senate Majority Leader Taft (R., O.) and House Majority Leader Halleck (R., Ind.) have introduced legislation to set up a commission to study Federal-state tax and other relations, as recommended on Monday by the President.

The commission would study Federal programs extending financial aid to the states and also "the ability of the Federal government and the states to finance activities of this nature." It would have 25 members—five from the House, five from the Senate, and 15 named by the President—and would be directed to submit its report not later than March 1, 1954.

Rites Tomorrow for Fred Beetson, 76

HOLLYWOOD, April 1.—Funeral services will be held here on Friday for Frederick W. Beetson, 76, former executive head of the Association of Motion Picture Producers, who died in Santa Monica yesterday. Beetson was a founder of Central Casting Corp. and of the Motion Picture Relief Fund.

Starting his business career in the advertising agency field, Beetson came to Hollywood in 1923 at the request of Will H. Hays, then president of the Motion Picture Producers and Distributors of America. Beetson was identified with the AMPP until 1943 when ill health compelled him to go into semi-retirement, although retaining an advisory status which continued until his death. He was president of Central Casting from 1925 until 1944.

His widow and a son survive.

AA Board Meet May 20

HOLLYWOOD, April 1.—Allied Artists president Steve Brody discloses that AA's board of directors meeting will be held at Miami May 20 on the closing day of the company's international sales convention there.

Burks Handling 'Salome'

CHARLOTTE, April 1.—Al Burks, former M-G-M exploiter in this territory, is now covering Southern dates for Columbia's "Salome."

Virus Hits Boasberg; Sales Trip Delayed

CHICAGO, April 1.—The Monroe manager for RKO Radio, has been forced to delay the start of his scheduled tour of the company's Western branches with Edward L. Walton, executive assistant to president J. R. Grainger, because of a virus attack. Walton left here yesterday on a three-week trip to Milwaukee, Minneapolis, Seattle, Portland, San Francisco and Los Angeles.

To Demolish Old Strand

ROCHESTER, N. Y., April 1.—One of the oldest of this city's first motion picture houses, the Strand—a 105-year old building that was converted to a theatre in 1907—is to be demolished to make way for a parking lot. Bids for wrecking are being received. James J. Hayes and Vincent B. Faga have operated the Strand since 1951.

N. M. Marshall Promoted

Nathaniel M. Marshall has been appointed manager of television equipment sales by General Precision Laboratory, Inc., Pleasantville, N. Y. Previously he had been assistant manager, having joined GPL in 1950 as a commercial engineer.

Drive-ins to Meet

CINCINNATI, April 1.—National convention of drive-in theatres will be held at the Netherland-Plaza Hotel here Feb. 16-18, 1954.

'Bob—
add this to
your new 'Oscar'!
New York says
you win the prize
bunny for your
great Easter Show
at the Astor!"

OFF LIMITS

STARRING

BOB HOPE
MICKEY ROONEY
MARILYN MAXWELL
CO-STARRING
EDDIE MAYEHOFF

with

STANLEY CLEMENTS • JACK DEMPSEY • MARVIN MILLER
Produced by HARRY TUGEND • Directed by GEORGE MARSHALL
Story and Screenplay by HAL KANTER and JACK SHER



Yes, and hundreds of nation-
wide Easter engagements
are matching Broadway's
records and raves which say:

"Topflight! 'Oscar' beamed in the
right direction when Bob got that
award!" — *N. Y. World-Telegram*

"Boisterous buffoonery finds Bob up to
his funnybone in gags and gals."
— *N. Y. Daily News*

"Perfect entertainment for the
holidays!" — *N. Y. Journal-American*

"Hope-Rooney frolic a slapstick act
put on in hilarious style by real
professionals. Bob in top form."
— *N. Y. Herald Tribune*

"Roars of convulsed customers can be
heard as far as the boxoffice."
— *Brooklyn Eagle*

"Hilarious all the way... a wacky
caper."
— *N. Y. Times*

IT'S A PARAMOUNT PICTURE — AND THE BIGGEST EASTER SHOW IN TOWN!

653 EXHIBITORS SAW IT! AND AS THE NEW ERA

NATURAL VISION

3 DIMENSION THE WAY

WARNER BROS

These are actual and authentic statements. We regret that space does not permit reprinting them in full.

GABRIEL ALARCON, *Cines Unidos Theatres, Mexico*—"This is really tremendous entertainment. Your process is the friend of the exhibitors!"

MRS. VAN ANDERSON, *Richfield, Utah*—"Absolutely wonderful! It is the answer to the small town theatre. How soon can I book it?"

DAVE BERSHON, *Leimert Theatres, Los Angeles, Calif.*—"A real shot in the arm to the industry. We are in business again. From the heart I can state that it is thrilling!"

LESTER BLUMBERG, *Principal Theatres*—"Wonderful! This is something no other medium can approach!"

JACK BLUMENFELD, *Blumenfeld Circuit*—"It will prove to be the box office sensation of the year!"

ROY BREWER, *Hollywood representative I.A.T.S.E.*—"It opens up a whole new field for the Motion Picture Industry. I was tremendously impressed with the potentialities it holds for all phases of our business!"

BILL CONNER, *General Manager of the John Hamrick Theatres*—"Words can't describe it. It's tremendous!"

ROY COOPER and MARSHALL NAIFY, *Golden State and T & D Theatres*—"Far and away the most electrifying picture we have seen in many a year!"

JAMES COSTON, *Circuit Operator, Chicago*—"The most amazing and impressive innovation since the screen first talked!"

EVERETT CUMMINGS, *Cummings Theatres, Downey & Norwalk, Calif.*—"A thrilling experience and one which gives high hope for the future of this business!"

RUSSELL DOWNING, *Radio City Music Hall*—"House of Wax," in 3-Dimension with WarnerPhonic Sound is an exciting experience of great interest to all in the industry!"

JOSEPH ENGLAND, *Gen. Mgr. Bruen Theatres, Whittier, Calif.*—"It will intrigue the public into a boxoffice bonanza that will revitalize the movie industry for a long time to come!"

SI FABIAN, *President, Stanley-Warner Corporation*—"After seeing it a second time, feel even more positive that it justifies all our hopes about the future of this method of entertainment!"

RAY GRUMBACHER, *Esquire Theatre, Portland, Oregon*—"It's sure to make boxoffices hum!"

JOHN HAMRICK, *President of John Hamrick Theatres*—"It's sure to do for sound movies what sound did for the silent screen!"

I. H. HARRIS, *Burley, Idaho*—"Wonderful! Gives the public the entertainment they want and will acclaim!"

RAY HENRY, *Vice President and Gen. Mgr. Inter-Mountain Theatres, Salt Lake City*—"It will bring to our theatres the shot in the arm that means box office! It was simply magnificent."

DON HYNDMAN, *Eastman Kodak Co.*—"Very impressive, and due for great success at box offices!"

EARL JOHNSON and JIM HAYMES, *Isley Theatre Circuit*—"The greatest innovation in pictures since the introduction of sound!"

JESSE JONES, *Jones Circuit, Portland, Oregon*—"It's swell. I enjoyed it immensely!"

STERLING JONES, *7-Hi Drive-In Theatres, Minneapolis*—"The exhibitors have something to cheer about and something they can recommend unreservedly to their patrons. This is one of the greatest and most profitable introductions show business has ever known!"

TED JONES, *Western Amusement Company, Los Angeles*—"A showman's Paradise! Tremendously realistic! The color was simply terrific!"

JACK KIRSCH, *President, Allied Theatres of Illinois, Inc.*—"Unbelievably dramatic and exciting. It's the answer to exhibitors' prayers, and the public will eat it up! Looks like the good old days of lush business are just around the corner. Warners have done it again!"

A. C. KNOX, *Salt Lake City, Associated Amusements*—"Great and wonderful entertainment. The public will fill our theatres."

JESSE L. LASKY, *veteran producer and pioneer of the motion picture industry*—"Out the superlatives, because it deserves them all. It will bring a wonderful business and will, I predict, result in the quickest growth in the history of the industry. A positively revolutionary development."

SYD LEHMAN and HARRY RACKIN, *Exhibitors Service Inc., So. Calif.*—"Absolutely sensational! The new WarnerPhonic and the true 3-D Natural Vision are as a development in motion picture presentation as was sound when it was first introduced by Warner Bros.!"

BEN LEVIN, *General Theatrical Co.*—"A great turning-point! My congratulations to Warner Bros. who have done it again as they did in 1927."

HARRY MELSTEIN and HELEN MELLIN, *Gardena and Torrance, California*—"I like to have it right now. It is a wonderful medium of entertainment!"

FRANK MORRIS, *Winnipeg Free Press*—"That was a thrill! It threw me for a loop. I'm going to write a fine story about it by airmail to my paper today."

AL NASSER, *Nasser Circuit*—"It's terrific! And what's more, it's box office!"

AL O'KEEFE, *O'Keefe & Gamble*—"The best I've seen. Will do tremendous business and give a great lift to the industry!"

DICK OREAR, *General Manager, Commonwealth Theatres Inc., Kansas City*—"Absolutely wonderful! All I can see ahead is a great wave of ticket-buying enthusiasm!"

MRS. J. J. PARKER, *the J. J. Parker Theatres, Portland, Oregon*—"Of all the things I have seen, this is the most realistic!"

HARRY RACKIN, *Exhibitors Service*—"Sensational! Beyond my expectations!"

SANTIAGO REACHI, *President, Posada, Mexico City*—"Forms a solid ground for a brilliant future!"

"HOUSE OF WAX"

Photographed in NATURAL VISION
3-DIMENSION Color by WARNERCOLOR

starring

VINCENT
PRICE

FRANK

LOVEJOY

PHYLLIS

KIRK

CAROLYN JONES
PAUL PICERNI

Screen Play by
CRANE WILBUR

653 EXHIBITORS HAILED IT OF OUR BUSINESS!

PRESENT IT IN

USE OF WAX" AND INTRODUCING THE PHENOMENAL WARNERPHONIC SOUND

COLOR BY
WARNERCOLOR

RUSSELL ROGERS, Pres. Preferred Theatres Corp. in Southern California — "An eye-opener! The intimacy of the screen is increased 100-fold. The public will find it a sensation!"

D ROWLEY, President, Rowley United Theatres — "Magnificent! This is the dawn of a new era!"

LOUIS SCHINE, Schine Chain Theatres Inc. — "All of us agree enthusiastically that this is certain to have a great and profitable future! Warners can take a well earned bow for another history-making contribution to our business!"

ALEX SCHREIBER, Detroit and Los Angeles Theatres — "A box office winner! I'll bet my 4 years in the business on it!"

FRED SCHWARTZ, Century Circuit, New York — "The Warners have taken another even league step in the advancement of the industry. This should do outstanding business!"

OL SCHWARTZ, President, RKO Theatres — "I predict without reservation that the public will give its overwhelming support to entertainment presented in this new medium. The realism of this 3-D in WarnerColor and with WarnerPhonic Sound is breathtaking!"

ROBERT SELIG, Asst. to Pres., Fox Inter-mountain Theatres — "'House of Wax' stimulated, excited and encouraged all of us. It will be a terrific hit!"

CHARLES SKOURAS, President, National Theatres, Corp. — "It is most impressive and should do spectacular business at the box-office!"

ELY SOMERVILLE, General Manager Cabart Theatres, Long Beach — "Terrific. The only thing we want now is to be able to play it!"

GEORGE STAMN, Antioch, Utah — "A wonderfully thrilling experience!"

FRED STEIN, United Artists Theatres — "I'd like nothing better than to have it for every theatre we operate. I'm convinced 'House of Wax' has a lot of money in it!"

STEVE STIEFEL, Morro Bay Theatres, Northern Calif. — "This is going to create a wave of enthusiasm for moviegoing that will surpass everything!"

DON TORODOR, Panorama Theatre, Van Nuys, Calif. — "Outstanding. This is sensational in scope!"

DAVE WALLERSTEIN, Vice-president and Gen. Mgr. Balaban & Katz, Chicago — "The public will really go for it. It's third-dimension at its best!"

E. L. WILLIAMSON — All States Theatres, Abilene, Tex. — "A wonderful development in entertainment!"

ROY WOLF, Paramount Hollywood theatre, and Fanchon and Marco, Inc. — "This is one of the greatest things that ever happened to the movie business. We will start immediately equipping all our houses with WarnerPhonic Sound, which is great beyond description!"

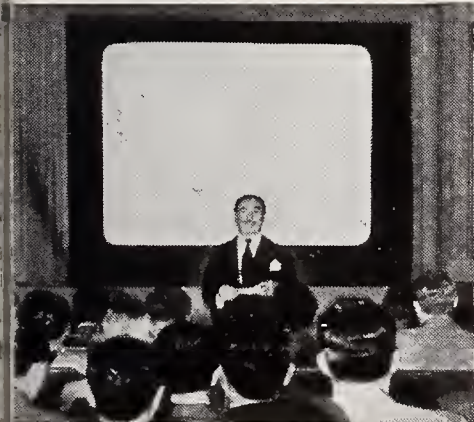
HARRY WOLFBERG, Wolfberg Theatres, Denver — "This is picture-making at its most exciting peak!"

JOHN WOLFBERG, Wolfberg Theatres, Denver — "A new day in the picture business. I was thrilled beyond words!"

ELDEN YERGENSEN, Cedar City, Utah — "I am going to put it into my theatres as quickly as possible. This is a real boon to the movie-goer!"

EDDIE ZABELL, Film Buyer, National Theatres — "Excellent for every boxoffice!"

JERRY ZIGMOND, West Coast Division Manager, Paramount Theatres — "The ultimate in true three-dimension, and as shown with the new WarnerPhonic sound, the impact was overwhelming!"



Jack L. Warner addressing one of the series of exhibitor screenings held in Warner Bros.' 3-Dimension Studio Auditorium

My sincerest thanks to each and every exhibitor who attended and so enthusiastically hailed our showing of "House of Wax" in 3 Dimension, WarnerColor and WarnerPhonic Sound.

I wish every exhibitor in the free world could have been present. For us at Warner Bros. Studios this was an occasion as historic as August 5, 1927, when we held our first showing of "Talking Pictures".

As a further demonstration of the tremendous scope of our 3-D program, we showed completed sequences from our forthcoming outdoor spectacle, "The Charge at Feather River" (formerly "Burning Arrow").

The unlimited horizon which we at Warner Bros. saw, was clearly evident to all. And all in our great industry will share the new era of greatness lying just ahead.

Jack L. Warner



Directed by ANDRE de TOTH **WORLD PREMIERE N.Y. PARAMOUNT, APRIL 10!** FOLLOWED IMMEDIATELY THROUGHOUT THE UNITED STATES, CANADA AND GREAT BRITAIN

Motion Picture Daily Feature Reviews

"Fort Vengeance"

(Walter Wanger-Allied Artists)

Hollywood, April 1

ANOTHER treatment of the adventurous work of the Royal Canadian Mounted Police is offered in this Walter Wanger production.

The story concerns an attempt by Sitting Bull to stir up peaceful Indians beyond the Canadian border over which he has escaped after killing General Custer and his men. Highlighted in the story are the careers of two American brothers who have been chased across the same border by a frontier sheriff and posse.

The subject and the period are interesting in their own right, and the work of James Craig and Leith Stevens as the brothers, and of Reginald Denny as the RCMP commandant, makes the most of a solid story by Dan Ullman. Filmed in Cinecolor and largely out of doors, with the red-coated Mounties, the blue-coated U. S. Cavalry and the be-feathered Indian braves brilliantly photographed against backgrounds of forests and plains, the picture is good to look at and should earn equally good-to-look-at grosses.

Directed with a neat balancing of values by Lesley Selander, the story opens with the brothers crossing over into Canada after they have been in so much trouble on this side, caused by the latter's disregard for laws or rights, that they have no place else to go. Joining the Royal Canadian Mounted Police with mental reservations, they react in their separate ways to service discipline, Craig becoming a 100 per cent Mountie and Larsen an equally complete malefactor. (Woven into this personal story, or vice versa, is the unsuccessful attempt of Sitting Bull to incite the Canadian Indians to war). When, finally, Larsen's misdoings include a murder, Craig goes after him and, after a friendly Indian shoots an arrow into Larsen as the brothers are fighting, brings him back to Fort Vengeance.

Wanger had William Calihan, Jr., as associate producer, and a right fine job he did. Others in the cast include Rita Moreno, Charles Irwin, Morris Ankrum and Guy Kingsford.

Running time, 75 minutes. General audience classification. Release date, March 29.

"The Big Break"

(Strick-Madison)

THIS is a melodramatic film in which a young man, inclined to live with illusions of grandeur, fights to make his dreams come true. Some realistic photography and the basic idea of the story are interesting, but the general conduct tends to be overdrawn. James Lipton and Gaby Rodgers, two young and comparatively unknowns, give clean-cut portrayals of youngsters from the Bronx fighting to conquer life without money, but they are handicapped by a plot which hangs heavy with dialogue.

Most of the sets for this production are the streets, parks and buildings of New York. Joseph Strick, who produced and directed, has managed to capture a bit of the flavor of a youngster working as a shipping clerk in the garment center. He does a fairly decent job of projecting the dreamer's personality as a wise guy who attempts to beat the world with angles. Although the director does establish the characterizations, he never takes the plot away from the atmosphere of helplessness.

When Lipton meets Miss Rodgers at a summer resort, he decides to change his way of life and work his way from the bottom up. His lack of patience keeps him from sticking with his job and before long he becomes involved with a group of neighborhood hoodlums. When family difficulties arise, Lipton tries to bluff his way through, but he fails.

The picture ends on a note of uncertainty. Strick seems to have been trying to press too many production angles into the picture, which also lends some uncertainty to the pace.

The cast also includes Ellis Pine, Leona Powers, Doug Taylor and David Thomas.

Running time, 75 minutes. General audience classification. March release.

"Hell Is Sold Out"

(Realart)

THE title of this British picture might indicate a murky melodrama and heavy histrionics, but it is misleading. The film is just a pleasant comedy-drama using two themes for its basis—a case of mistaken identity and two men in love with the same woman.

Herbert Lom portrays a famous French novelist reportedly killed during the last war. When he returns home, very much alive, he discovers he has a "widow" and a best-seller he never wrote. He learns that his "wife" wrote the book and had it published under his name in retaliation for having her diary posthumously published under his name. He was blameless for this latter act, but circumstances force them to keep up the pretense. She and one of his friends become attracted to each other, though secretly, "husband" and "wife" are falling in love. Everything works out conventionally with the friend nobly sacrificing his own love for her sake.

The friend, as played by Richard Attenborough, is a far nicer fellow than the writer, but he puts up such a meagre fight for the lady he doesn't really deserve to win her. In fact, neither does the writer who is smug and a bore. That's the main trouble with the film; you don't really care who gets whom for the three leading characters do not create much sympathy.

Mai Zetterling is attractive as the girl and Hermione Baddeley contributes the best bit to the picture as the overwrought publisher. There is an immensely funny scene of a takeoff on American women's clubs which the British do so well, but in general, the picture just holds interest and doesn't create much excitement.

Others in the cast are Kathleen Byron, Nicholas Hannen, Joan Hickson. Running time, 75 minutes. General audience classification.

"Ghost of Crossbone Canyon"

(Allied Artists)

IN their Wild Bill Hickok series on television, Guy Madison and Andy Devine have won a number of fans and this production, in the same vein, should please their followers. Madison can perform with the best of the Western stars, having good looks and an easy smile, but this William F. Broidy production does not harness enough action to stir more than incidental interest.

Perhaps the film's greatest fault is its choppy continuity. The screenplay by Maurice Tombragel is divided into two separate segments which have no apparent connection. Assistant director William Beaudine, Jr., has forced the film to be too dependent on situation comedy and contrived by-play, while overlooking the teams' potential as men of action.

The familiar rasping voice and bulky appearance of Devine add a pleasant atmosphere to the proceedings. He manages to be a perfect foil for the hero, while still carrying his weight as a lead-throwing cowboy. He's supposed to be a jelly bean-eating Westerner but when he starts shooting, the outlaws drop by the wayside.

In the first of the two episodes, Wild Bill tricks an outlaw leader into helping him collect Federal income tax returns. The gangster tries to steal the money he has helped collect, but some quick thinking by the marshal and some fast moving by a race horse save the day. The second stanza has the guardians of justice trying to track down some stolen money in a deserted ghost town. They run into a "ghost" in the process, but nevertheless, get their job done.

Others in the cast are Gordon Jones, Russell Simpson, Sam Flint, Marjorie Bennett, John Doucette, Mike Ragan.

Running time, 56 minutes. General audience classification. March release.

"Wide Boy"

(Realart)

IN British police parlance, a "wide boy" is a petty crook whose criminal activities are so minor as to keep him just on the legal borderline. And this picture is about just such a fellow.

Sydney Tafler, in the title role, steals a woman's purse and discovers a compromising letter in it from the woman's boy friend, who is a wealthy surgeon and is married. He thus starts a blackmail campaign that leads to murder and a generally unhappy conclusion for practically everybody involved.

The film is pleasantly short and uncomplicated. The British accents don't get in the way and the action is brisk, if not plentiful. The only member of the cast who is seen here with any regularity is Ronald Howard, son of the late Leslie. His is a comparatively minor part as the police inspector. Tafler is quite convincing as the protagonist, and so is Susan Shaw as his girl friend. Melissa Stribling and Colin Tapley play the illicit lovers with little emotion. Ken Hughes directed, from an original screenplay by Rex Rienits. W. H. Williams produced.

Others in the cast are Laidman Browne, Helen Christie, Gerald Case, Glyn Houston, Ian Wallace, Dorothy Bramshall and Martin Benson.

Running time, 67 minutes. General audience classification.

Would Limit Maine Drive-in Construction

BOSTON, April 1.—A bill filed by Senator Weeks of Cumberland, Me., in the Maine legislature at Augusta and heard there last week provides that drive-in and summer stock theatres shall be so constructed that they have reasonably safe and expeditious means of exits located so as not to create traffic hazards on any state highway or state aid road; they shall have proper sanitary and lighting facilities and shall keep on hand sufficient fire extinguishers. The insurance commissioner shall supervise all drive-in theatres in that bill authorizes him to promulgate reasonable rules and regulations to become law. Any person or corporation aggrieved may appeal to a justice of Superior Court within 30 days and the justice may affirm, modify or deny the decree of the commissioner.

Sees Dubbing of 100 Imports Next Year

Peter Riethof, head of Riethof Productions, Inc., New York, predicts that a new high of about 100 foreign films will be dubbed in this country next year.

Riethof declared that ultimately foreign dubbed pictures may replace B pictures in the American market.

Backlog Moves Films To Subsequent-runs

BALTIMORE, April 1.—Allied Artists has instituted a new policy of first-run films for local neighborhood houses, starting last week, offering "Battle Zone" to neighborhood exhibitors. Due to numerous long-run presentations recently in downtown houses, there is said to be a backlog of pictures awaiting release.

As a result, Allied Artists, according to Mark Silver, local representative, will send some of its product directly to the neighborhoods.

Good Business Greet St. Louis Drive-ins

ST. LOUIS, April 1.—All of the seven major drive-ins in the immediate St. Louis vicinity opened to balmy weather and good attendance. Advertising as a group, the drive-ins awarded free gifts to opening night guests.

'Madam' Holdover Strong

LOS ANGELES, April 1.—Exhibiting strong holdover power, "Call Me Madam" grossed \$1,200 for the first day of its fourth week at the Ritz Theatre here, compared to \$570 for the similar day of "My Cousin Rachel," which was shown during the Christmas-New Year's holidays.

12 Key Dates for IFE's 'Camillo'

The I.F.E. Releasing Corp. is launching the national distribution of the Italian language version of "The Little World of Don Camillo" with specialized theatre engagements in 12 key cities during April, it was announced here yesterday by Bernard Jacon, vice-president in charge of sales.

The Italo-French production, which recently completed a nine-week American premiere engagement in its French version at the Bijou Theatre, New York, is set to open at the newly-remodeled Bryant Theatre here, and the World Theatre in Philadelphia on Saturday; the Downer, Milwaukee, April 10; and the Guild, Portland, Ore., April 10; Coronet and Studio Theatres in Detroit, April 15; Art Cinema, Pittsburgh, April 15; Esquire in Indianapolis, April 17; Hyde Park, Cincinnati, April 22; World, Columbus, April 26. Dates for the middle of April have also been set for the Vagabond, Los Angeles; Larkin, San Francisco; and the World Playhouse, Chicago.

20th Stars to Norfolk For 'Titanic' Events

Four 20th Century-Fox stars will fly to Norfolk, Va., from Hollywood on April 10 for the three-way special event, "Operation Titanic," which is scheduled for the U. S. Naval Amphibious Base April 11 and 12, it was announced by Rear Admiral I. N. Kiland, 5th Naval District Commandant.

Anne Francis, Mitzi Gaynor, Debra Paget and Jeff Hunter will join top-ranking military and naval officers for a program of activities including an amphibious assault landing, the world premiere of "Titanic," and a ball for the Navy Relief Fund.

Heading the list of armed forces leaders who will be present are Admiral W. M. Fechteler, USN, Chief of Naval Operations; General L. C. Shepherd, USMC, Commandant U. S. Marine Corps, and General J. R. Hodge, USA, Chief of Army Field Forces.

A party of columnists, editors, trade press representatives, magazine writers and radio commentators will leave New York on April 11 to participate in the activities.

Check to Albany Tent

ALBANY, N. Y., April 1.—The Variety Club, through Heart Fund Chairman Charles A. Smakwitz and chief barker Jules Perlmuter, accepted from the Albany County Restaurant Dealers' Association a check for \$1,000 which the latter raised to aid the Variety-Albany Boys' Club summer camp. The Restaurant Dealers' Association has been cooperating with Tent No. 9, in solicitation of its members and patrons for the camp during the past four years.

'Lady' to Be 'Toasted'

Twentieth Century-Fox's "The President's Lady" will be featured Sunday evening on Ed Sullivan's "Toast of the Town" CBS-TV show as the latest major company attraction to receive a national television send-off. Irving Berlin's "Call Me Madam" was spotlighted last week.

Asides & Interludes

—by James Cunningham

CHARLES L. FRANKE, trade press liaison of Paramount Pictures, dashed into our newsroom the other day and plunked down on the desk the following Paramount pronouncement:

The quest for an effective, odorless method of sterilizing polarized eyeglasses supplied by theatres for use and re-use by patrons in viewing 3-D motion pictures has been successful with the discovery that ozone, a form of oxygen, meets all germicidal requirements in this connection, it was disclosed jointly by Paul Raibourn, Paramount Pictures vice-president, and Dr. Leon J. Warshaw, Paramount medical director.

There is proof that we are making progress in these 3-dilemma days, deodorizing polarized eyeglasses. And we congratulate Paul Raibourn and Dr. Warshaw for their great deodorizing achievement.

Now, let them go to work on a formula which will deodorize some of the stuff which will be polarized.

Our industry, and all of the electronics, have a vital interest in any labor trouble that befalls Westinghouse Electric Corp. And so it is with great relief that we can report the end of the seven-day walkout of 7,000 persons at Westinghouse's suburban plant at Philadelphia after management conceded that discharged employee Edgar Fulmer was not a participant in a crap game in the plant, on company time, but was only watching. Fulmer got back his job, you betcha, and with that Solomon-like decision, 7,000 persons went back to work. Imagine management interfering in a crap game. Cripes.

The crucial test for real acting ability lies not in death scenes and the like but in the ability of an actor to carry off a drunk scene well, without resorting to such hammy stuff as staggering ludicrously, hiccupping, and hanging on the ropes. For this rare gem of enlightenment we are indebted to George Sidney, ace Metro director.

"In real life you can be around a drunk for quite a while before you become aware of the fact that he is drunk. The visible signs of drunkenness are so highly controversial. . . We thoroughly disagree with George. The only drunks we've ever been around without becoming aware that they were drunk, were punch-drunks. "In order to be a convincing drunk" for a drunk-scene, he said, "you have to be sober." Yeah, George, but it's more fun the other way.

The New York Daily Mirror presents "A Biography of A Successful American Business man":

"I was born in the country, where I worked like a horse so I could live in the city where I worked like a horse so I could live in the country."

Press reports have barely mentioned the "Dream Home" jackpot contest that was launched the other day in Philadelphia, sponsored by the Daily News in that city, and Stanley-War-

ner Theatres. The gimmick is one of those sign-a-Daily News-coupon-and-deposit - same - at - a - Stanley-Warner - theatre things.

The beneficiaries: the circulation department of the Daily News, the box-offices of Stanley-Warner, for which Si Fabian can thank Ted Schlanger, Stanley-Warner zone manager—one of the promotionest promoters who ever promoted—and the winner of the "Dream Home" jackpot, who will receive:

A six-room house, a 1953 car, a landscaped third of an acre of land in a lovely suburban community, luxurious drapes, furniture that'll knock your eye out, all-electric appliances, utility room with all of the utilities (description on request to Ye Ed), and loads and loads of everything else that is nice.

Schlanger went out the other day to take a looksee at the Dream House, at Lovely Rose Tree Woods. He concluded that apart from the monetary value of the jackpot—\$25,000—the practicality of it all was most impressive.

"It's not like giving a B-29 Bomber to a woman who needs a baby carriage," he cracked.

Or, we might add, a baby carriage to a B-29 Bomber who needs a woman.

Joe Tanney, president of S. O. S. Cinema Supply Corp.—the S.O.S. does not mean Save Our Sinema, just in case you'd like to know—read our recent column in which were listed the names of 79 sound systems introduced at the beginning of sound movies in the late 1920's. And Joe fell flat on his nostalgia.

"I was going to compile a list of the names (of sound devices) which stood out in the early days of sound, and you saved me the trouble," writes the plagiarist, who then took us to task for omitting from our list of 79 gadgets, a gadget which he was marketing at the time of turmoil, in the 1920's, called "S.O.S. Cinemaphone."

Joe was one up in those days on the gadgeteers of these days. His Cinemaphone came in two styles: "Mirro-claric" and "Wide Fidelity."

"Just think," writes Joe, without any malice aforethought toward today's peddlers of gadgets, "we could equip a house for sound at the low price of \$179.70 for one projector installation and \$282.00 for two projector booths."

S. O. S.

Find Slow Cinerama Debenture Market

Cinerama, Inc., debentures are selling rather slow on the market, Gearhart and Otis, the brokerage firm handling the \$2,000,000 debenture offering, reported here.

Following the initial day's sale of nearly \$500,000 more than two weeks ago, only another \$100,000 has been sold since, it was said. A spokesman for the brokerage firm blamed the slow underwriting market for the lack of activity on the Cinerama debentures.

Foreign Market at Top Level: Holt

HOLLYWOOD, April 1.—The foreign market for American motion pictures currently is at a higher level than at any time since the end of World War II, according to surveys made for producer Nat Holt, who releases through Paramount. Holt's latest is "Pony Express," which will have its world premiere on April 22 in St. Joseph, Mo.

Holt initiated the surveys in line with his intention to make an all-out bid for overseas business with his forthcoming production, "Airport Tangier."

According to the Holt surveys, the largest gains for American product are shown in Great Britain, Belgium, France, Italy, and especially Germany.

Press Women Honor Goldwyn in Capital

WASHINGTON, April 1.—Samuel Goldwyn was honored here today by members of the American Newspaper Women's Club who presented him with a scroll reading: "To a great producer of motion pictures, a great man in the entertainment field, a great American . . . in appreciation of his kindness and in acknowledgment of his friendship."

The presentation was made by Mrs. Harold Strickland, president of the club, who thanked Goldwyn for turning over to the organization's building fund the receipts from the recent Washington premiere of "Hans Christian Andersen."

Kenneth H. Clark, executive assistant to Eric Johnston, represented the Motion Picture Association of America.

'Cinema, Missions' Subject of Confab

Missioners and laymen from all over the world will take part in a conference on "The Cinema and the Missions," sponsored by the International Catholic Film Office, to be held on the island of Malta from April 19 to 23.

Pooling their experience and knowledge to modernize mission techniques will be representatives from the world's foremost missionary orders and lay experts. Among the problems to be discussed are: the use of motion pictures in preaching the gospel; UNESCO motion picture activities in the field of fundamental education; production and distribution of mission motion pictures; and native contributions to mission films.

Start 'James Raid'

HOLLYWOOD, April 1.—Robert L. Lippert, Jr., has signed Barbara Payton and Tom Neal for "The Great Jesse James Raid," which has started shooting with Reginald Le Borg directing.

'Doomed' Opening Here

"Doomed," a Roman Film production distributed here by Italian Films Export Releasing Corp., with Italian dialogue and English sub-titles, will open here at the Cinema Gigli on April 10. The film stars Franca Marzi and Barbara Florian.

ANY WAY YOU

THIS GAL'S



HERBERT J. YATES
presents

**WOMAN THEY
ALMOST LYNCHED**

LOOK AT HER

DYNAMITE!

*Kate
Quantrill...*

...RODE LIKE A MAN

...FOUGHT LIKE A MAN

...KILLED LIKE A MAN

...AND

Loved

LIKE THE BEAUTIFUL
WOMAN SHE WAS!

JOHN LUND · BRIAN DONLEVY · AUDREY TOTTER · JOAN LESLIE
BEN COOPER · NINA VARELA · JIM DAVIS · REED HADLEY
Screen Play by STEVE FISHER · Based on a Saturday Evening Post story by MICHAEL FESSIER · Directed by ALLAN DWAN
A REPUBLIC PICTURE

Republic Pictures
Corporation

3-D Top Topic at Kans.-Mo. Meeting

Kansas City, April 1. — Three-dimensional pictures will be the major topic at the sixth annual spring meeting of Allied of Kansas and Missouri in Kansas City April 28-29. The board of directors made initial plans for the convention yesterday, and went to the Paramount Theatre after the session to see "Bwana Devil," now showing there.

The board will meet again on April 16.

69 New Orders

(Continued from page 1)

Pat McGee of the Cooper Foundation in Denver has applied for six installations in Colorado and Nebraska; while Sam Bendheim, Jr., of Neighborhood Theatre, Virginia, has ordered 11 for his circuit.

The Oriental Theatre in Chicago has also ordered the process, while the Tower in Denver is, too, on the applicants' list. Saul Korman of Korman Theatres in Detroit has ordered 10 installations.

Other theatres included in the additional applications are: Palace and Stuart, Newport News; Wythe, Hampton; Lea and North, Danville, Va.; Opera House, Frederick, Md.; Cooper Foundation situations in Oklahoma City, Lincoln, Colorado Springs, Pueblo, Grand Junction and Greeley; Roanoke, Roanoke.

Also the Colonial and Capitol, Augusta; Rialto, Hallowell, Me.; Strand and Albert, Berlin, N. H.; Cumberland and Pastime, Brunswick, Me.; Flynn and Majestic, Burlington, Vt.; Capitol, Concord, N. H.; Fitchburg, Fitchburg, Mass.; Opera House, Gardiner, Me.; Empire, Strand and Priscilla, Lewistown, Me.; Auburn, Auburn, Me.; Capitol, Montpelier, Vt.; Colonial, Portsmouth, N. H.; Strand, Rumford, Me.; Dreamland, Livermore Falls, Me.; Rex, Norway, Me.; Strand, South Paris, Me.; Wilton, Wilton, Me., and the Rialto, Albion, N. Y.

Also the Marshall Square and Illington, Chicago; Roosevelt, Grand Coulee, Wash.; Lido, Mt. Vernon, Wash.; Paramount, Salem, Mass.; Capitola, Capitola, Cal.; Oscales, Soquel, Cal.; Ridgeway, Stamford, Conn.; Star, Upper Sandusky, O.; Byrd, Richmond; Century, Petersburg; Jefferson, Charlottesville; State, Falls Church, Va.; State, Richmond, and the Capitol, Richmond.

Also the Pulaski, Pulaski, Va.; State, Farmville, Va.; Cameo, Bristol, Va.; and the Langley, Hampton, Va.

Boyd Hails CinemaScope; Orders 6 Installations

PHILADELPHIA, April 1.—Confidence in CinemaScope was expressed today by A. R. Boyd, operator of seven theatres here, in announcing he had placed orders for six installations of the system with 20th Century-Fox.

"As a showman who has sponsored and lived through many of the historical changes in our industry and as one who has made an effort through his entire lifetime to make a progressive contribution to the improvement of exhibition and exploitation," Boyd said, "I believe CinemaScope will give me the opportunity to make a revolutionary come-back."

3-D Will Highlight Ohio ITO Conclave

COLUMBUS, April 1.—Problems concerning 3-D theatre equipment will be spotlighted at the 18th annual convention of the Independent Theatre Owners of Ohio, which opens here at the Deshler-Wallick Hotel next Tuesday. Among those who will speak on the three-dimensional status will be Ralph Heacock of RCA; Jack Servies of National Theatre Supply Co. and Herbert Barnett, president of the Society of Motion Picture and Television Engineers and vice-president of the Cinerama Corp.

Screen star George Murphy is scheduled to be among the principal speakers at the banquet Wednesday night.

Al Blocher, film buyer for the Y. and W. Circuit, Indianapolis, will conduct a drive-in clinic to be held Tuesday afternoon. Blocher replaces T. L. Mendelssohn, who was originally announced as conductor of the drive-in meeting.

Following the luncheon Tuesday, the first convention session will begin at 1:30 P.M. The three clinics will start at 3:30 P.M. Tuesday. The small-town clinic will be conducted by William A. Carroll, general manager of the Caravan committee. The subsequent-run clinic will have Wilbur Snaper, president of national Allied, as its chairman.

Buffet luncheon for members of the Ohio Legislature and registrants will be held Wednesday. The second convention session will start at 1:30 P.M. and the annual banquet is scheduled for 7:00 P.M. Martin Quigley, Jr., editor of *Motion Picture Herald*, and Arthur Mayer, industry executive and author of "Merely Colossal," will be among banquet speakers in addition to Murphy.

3-D in Mexico Late This Month

MEXICO CITY, April 1.—In preparation for the premiere in Mexico of the three-dimensional "Bwana Devil," scheduled for the last week in April at the Real Cinema here, Alfonso Valadez, local Eagle-Lion manager, has ordered in the U. S. 200,000 Polaroid spectacles at a reported cost of \$23,100, including shipping charges, insurance and import duties.

Valadez has also asked the Municipal Amusement Supervision Department to allow playing of the 3-D film at the special high admission price of 69 cents because supplying each patron with a pair of Polaroids would alone cost 17½ cents. The Real Cinema is among local first-runs that have a government ceiling price of 46 cents.

RKO Theatres' Board

(Continued from page 1)

proxy battle has been forgotten and that a "good relationship" exists between him and other board members. Greene won two seats on the board following a lively proxy contest last year.

Besides Greene and Oresman, the other directors who will be up for reelection under management auspices are: Sol A. Schwartz, president of the company; Edward C. Raftery, counsel to the company, Ben-Fleming Sessel and William J. Wardall.

Schlanger Has New Wide-Screen Process

Hollywood, April 1.—"Variascope," a new film-making process developed specifically for extra-sized screens typified by Cinerama and CinemaScope, is announced by Ben Schlanger, chairman of the theatre engineering committee of the Society of Motion Picture and Television Engineers and longtime contributor to "Better Theatres" and other scientific periodicals, who has arrived here to produce a film utilizing and demonstrating his process.

Schlanger, who champions a two-one aspect ratio generally, says "Variascope" will help maintain public interest in theatres after the novelty effect of 3-D and other systems wears off, by making it possible to use all kinds of story material regardless of the system used.

See 3-D Revitalizing Trade Screenings

The advent of 3-D pictures is expected to revitalize the interest in trade screenings by exhibitors, according to sales executives here. Attendance at trade shows has slowed down to a trickle, but with each announcement of a forthcoming three-dimensional or wide-screen film, there is a mounting demand by theatre men to see the product, it was said.

Most of the screening rooms throughout the country have been equipped or are in the process of being equipped for the showing of true 3-D pictures, although for the time being theatres will have to be utilized for the presentation of prevues of panoramic screen productions.

Trade showings have been so sparsely attended during the last two years that some distributors have been mulling the possibility of discarding them, but with the new medium growing in importance the screenings may hit the SRO status, distributors say.

Ferrer, Hayworth in 3-D of 'Miss Sadie'

HOLLYWOOD, April 1.—Jose Ferrer will star opposite Rita Hayworth in Columbia's "Miss Sadie Thompson," the 3-D color in Technicolor adaptation of Somerset Maugham's short story, "Miss Thompson," which later became the Broadway play, "Rain." It will be produced by Jerry Wald on location in Hawaii.

S-W Circuit

(Continued from page 1)

cussing general business conditions, said that there has been an upturn at the box-office in recent months, although spotty. The upturn, he added, has been most notable in heavy TV areas, indicating that the public has grown selective in TV programming and is not staying "glued" to TV sets no matter what is offered. This selectivity, it was pointed out, has aided other entertainment media. Home television, Fabian maintained, has already "thrown its Sunday punch."

'U' Process

(Continued from page 1)

tion was conducted measures 25 by 50 feet (although slightly less than total width is used for 1-1.85 proportion projection) and is tipped imperceptibly downward toward the audience. It is curved on a 90-foot radius, which places the screen center three feet back of the front line, and has been treated with aluminum-based materials which U-I technicians say gives it a magnifying light factor of four to one. The formula for this coating, which its sponsors say can be applied to any screen, will be given to all supply dealers. The screen will be perforated, although the working model is not.

Standard Projector

The U-I system uses a standard projector, but substitutes a wider-angle lens, and reduces the opening in the aperture plate, to get the desired width. The aperture reduction cuts the standard picture 12 per cent at top and 12 at bottom. (The Paramount system, based on a 1-1.66 aspect ratio, cuts the standard picture 10 per cent at top, 10 at bottom.)

The U-I system can be used for 3-D as well as standard film, and for color or black and white. Preliminary to demonstrating the 1-1.85 ratio, the studio ran off test footage shot in 3-D on a 1-2 ratio, in color, representing the first time 3-D has been shot in any save standard proportions. The effect was highly dramatic.

The projector-to-screen distance was 185 feet, and 175 amperes were used. Witnesses roaming the demonstration stage to test for distortion reported no more than is average for standard proportions.

Studio manager Morris W. Weiner and camera department chief David Stanley Hosley spearheaded the system's development.

Monroe Books 3-D Fight Film in Chi.

CHICAGO, April 1.—The Monroe Theatre has snagged the first Chicago showing of United Artists' 3-D film of the upcoming Marciano-Walcott heavyweight title fight at the Chicago stadium April 10.

Although the fight will be telecast, Chicago and Milwaukee will be blacked out, which observers believe will enhance the value of the fight pictures in this area. The Monroe, which recently went first-run, is holding off the opening of "Sombrero" until after the showing of the fight film.

Start 3-D Filming Of Fight Footage

The first three-dimensional cameras to film a sports event have started shooting Rocky Marciano training camp activities at Holland, Mich., with the footage to be included in the pictures of the fight itself.

The fight film, to be made by Nate Halpern, will be booked into theatres April 13, three days after the fight.

Warner Stock

(Continued from page 1)

in both the new picture company and Stanley Warner. The exchange has been ruled tax-free and in his letter to Warner Brothers Pictures' stockholders Warner urges those who have not already done so to make the exchange as promptly as possible.

FLASH!

OPENING WED. APRIL 8
AT THE GLOBE NEW YORK
COLUMBIA'S

3-DIMENSIONS

SHOT-IN-SECRET THRILLER

MAN IN THE DARK

THE FIRST 3-D FEATURE MOTION PICTURE PRODUCED BY A
MAJOR STUDIO

...and

146 OF THE NATION'S SMARTEST
EXHIBITORS HAVE IT BOOKED
DURING THE NEXT TWO WEEKS
with

**GLASSES AVAILABLE
FOR EVERY ENGAGEMENT!!**

National Pre-Selling

A FULL color ad on "Salome" appeared on the back page of *Pictorial Review* in the *Journal American* of March 29.

Florence Somers of *Redbook* has reviewed "City Beneath the Sea," "Lili" and "Tonight We Sing" for the April issue.

Also in this issue is a story of Cinerama. Diagrams and pictures tell how the process is brought to the screen.

Louella Persans used a full color page picture of Rita Hayworth taken on the "Salome" set for the April issue of *Cosmopolitan* to illustrate her three-page story of the star of Columbia's most recent release.

Ruth Harbert, in "Assignment in Hollywood" brings you behind the screen in the April issue of *Good Housekeeping* when visiting the production sets of "Member of the Wedding" and "Julius Caesar."

A full color page ad on Columbia's "Salome" appears in the current issue of *Life*.

Also in this issue is a discerning review of "Justice Is Done," now playing here at the 60th Street Trans Lux Theatre.

The second group of recommended pictures in the current issue of *Woman's Home Companion* are: "The Star," "All Ashore," "Justice Is Done," "The Magnetic Monster," "Taxi," "The Tall Texan" and "I Love Melvin."

The movie editor of *American Magazine* reports in the current issue on West Coast production of 3-D pictures "Sangaree" and "House of Wax," also *CinemaScope* productions being made at 20th-Fox. However, he said there is still plenty of "regular" top-rate entertainment.

Full color pictures of "Salome," "The Desert Girl," "Small Town Girl" and "Tonight We Sing" are used in the issue to illustrate reviews of these pictures.

Bosley Crowther under the title "Three-Dimensional Riddle," wrote a penetrating report on the new "depth" and "width" films for the *New York Times* magazine section of March 29.

Photographs made on the production sets of the new process films, and diagrams were used to illustrate the story.

A profile of Bob Hope appears in the current issue of *McCall's*. The author brings Bob from his first appearance on stage to his latest picture, "Off Limits," playing here at the Astor.

Earl Wilson has written a story for the April issue of *Silver Screen* and will be a regular contributor to this publication. Danton Walker is serving in a similar capacity for *Screenland*.

"Off Limits," the Paramount picture playing here at the Astor Theatre was chosen as Movie-of-the-Week in the current issue of *People To-day Magazine*.

WALTER HAAS

20 from 20th-Fox

(Continued from page 1)

Millionaire," with a cast including Betty Grable, Marilyn Monroe, Lauren Bacall, William Powell, Rory Calhoun, David Wayne and Alex D'Arcy; directed by Jean Negulesco, and produced by Nunnally Johnson who prepared the script from plays by Zoe Akins and Dale Eunson and Katherine Albert.

DECEMBER: "Twelve Mile Reef," based on a story by A. I. Bezzerides, produced by Raymond Klune and Robert Bassler, directed by Robert Webb, with a cast including Terry Moore, Robert Wagner, Gilbert Roland and other stars. It will be photographed in entirety off Key West in Florida and Nassau in the Bahamas, with underwater scenes photographed for the first time in *CinemaScope*. Production starts April 6.

Starting in January, one *CinemaScope* picture will be released every three weeks thereafter, it was announced, and every picture will be filmed in both *CinemaScope* and *Technicolor*. In addition to the first three the other pictures of the 20 are as follows:

PRINCE VALIANT, produced by Robert Jacks and directed by Henry Hathaway, with screen play by Dudley Nichols, adapted from the widely popular adventure comic strip. Production starts in England May 11.

KING OF THE KHYBER RIFLES, produced by Frank P. Rosenberg, directed by Henry King, screenplay adapted by Ivan Goff and Ben Roberts, from the novel by Talbot Mundy, with production starting June 1.

THERE'S NO BUSINESS LIKE SHOW BUSINESS (Irving Berlin's), produced by Sol C. Siegel and directed by Walter Lang, with a screenplay by Lamar Trotti and Phoebe and Henry Ephron. Filming starts June 22.

THE EGYPTIAN, produced by Darryl F. Zanuck, with a screenplay by Casey Robinson, from the novel by Mika Waltari.

HELL AND HIGH WATER, produced by Raymond Klune, written by Beirne Lay, Jr., and screenplay by Jesse Lasky, Jr., with production starting June 22.

THE QUEEN OF SHEBA, produced by Samuel G. Engel, based on the biblical book of Solomon, scenario by Czenzi Ormonde.

DESIREE, best seller by Annemarie Selinko, scenario by Daniel Taradash, produced by Julian Blaustein.

THREE COINS IN THE FOUNTAIN, to be filmed in Italy, produced by Sol C. Siegel, directed by Jean Negulesco, and screenplay by John Patrick, from the novel by John Secondari.

SIR WALTER RALEIGH, produced by Leonard Goldstein, screenplay by Harry Brown from a story by Mindret Lord.

THE RACER, to be filmed in Italy during the Gold Cup Road Races, to be produced by Julian Blaustein, with a screenplay by Charles Kaufman, from the novel by Hans Ruesch.

PRINCE OF PLAYERS, current book-of-the-month biography of Edwin Booth by Eleanor Ruggles, screenplay by Moss Hart, Sol C. Siegel producer.

STORY OF DEMETRIUS, written by Philip Dunne, produced by Frank Ross and based on the Lloyd C. Douglas character in "The Robe."

THE WANDERING JEW, produced and written by Nunnally Johnson, from the play by E. Temple Therston.

JEWEL OF INDIA, screenplay by Donald Marshman, Jr., from the story by Morton Grant and John Humphrey, produced by Charles Brackett.

THE GUN AND THE CROSS, adapted by John C. Higgins and Richard Breen, from a novel by Isabelle Gibson Ziegler, produced by Charles Brackett.

THE CANNIBALS, based on a play by Jed Harris and Tom Reed; screenplay and producer, Nunnally Johnson.

THE STORY OF JEZEBEL, from the old testament Book of Kings, screenplay and producer, Philip Dunne.

Coming Events

April 7-8 — Independent Theatre Owners of Ohio annual convention, Deshler-Wallick Hotel, Columbus.

April 8—B'nai B'rith New York Cinema Lodge industry-wide "presidents' luncheon," Hotel Astor, New York.

April 14-15—Kentucky Association of Theatre Owners annual convention, Seelbach Hotel, Louisville.

April 14-15—Texas Drive-in Association annual meeting, Adolphus Hotel, Dallas.

April 27-29 — Allied Theatres of Michigan 34th annual convention, Tuller Hotel, Detroit.

April 27-May 21—Society of Motion and Television Engineers 73rd semi-annual convention, Hotel Statler, Los Angeles.

May 4-5 — Western Pennsylvania Allied annual convention, William Penn Hotel, Pittsburgh.

May 4-5—North Central Allied Independent Theatre Owners annual convention, Nicollet Hotel, Minneapolis.

May 5-6 — Independent Theatre Owners of Arkansas annual convention, Marion Hotel, Little Rock.

May 5-7—Virginia Motion Picture Theatre Association annual convention and trade show, Chamberlin Hotel, Old Point Comfort.

May 12-13—Allied of Iowa-Nebraska annual convention, Ft. Des Moines Hotel, Des Moines.

Delay HO Pact

(Continued from page 1)

ments at one time, saving considerable time and establishing a uniform pattern. However, due to the fact that home office contracts expire at different times, many months apart in some instances, the union has decided to go along on an individual basis until expiration dates can be brought closer together. Russell Moss, executive vice-president of H-63, said here yesterday that this could be brought about by making new pacts for various periods such as 18 or 20 months, more or less, so that all home office contracts would run out at approximately the same time.

Negotiations Deferred

Negotiations on the Paramount agreement were deferred until the exchange pacts, now in the discussion stage, can be settled. Arthur Israel, who handles negotiations for Paramount, has been busy on the exchange talks, here and in the field, and the home office union will await his availability.

It is understood that H-63 is asking wage increases across the board for Paramount's home office employees, plus increased severance pay and longer vacations for veteran personnel. The negotiations do not include publicists.

Practices Probe

(Continued from page 1)

the distributors deliberately violate consent decrees and employ a bidding system to jack up prices. Testimony set forth that independents, almost without exception, have lost money steadily since 1948, and that some companies have stated bluntly they prefer that small exhibitors go out of business so that the public will have to patronize big houses charging higher prices.

Prefer Block-booking

One after another, too, witnesses came out strongly for a return to block-booking, with 20 per cent cancellation privileges, which they declared preferable from both producer and exhibitor viewpoints. Distributors will testify tomorrow.

Treasury

(Continued from page 1)

ago, and "we're still waiting" for an answer.

Hearings have been scheduled on the bill for April 20, and the Treasury stand will undoubtedly be revealed then, if not before.

Name Judge Barnes

(Continued from page 1)

istration took over on Jan. 20. Major decisions on anti-trust policy have been delayed while the President tried to find someone to take the job.

Judge Barnes, who will resign as presiding judge of the California Superior Court in Los Angeles to take his new Justice Department post, is 53 years old. He attended California and Harvard law schools and practiced law first in San Francisco and later in Los Angeles as a member of the firm of Chase, Barnes and Chase. In 1946 he was appointed to the California Superior Court.

The nomination must be approved by the Senate Judiciary Committee and by the Senate.

To Prepare D.C. Fete

WASHINGTON, April 1.—Orville Crouch, Jack Foxe and Allan Zee, of the local Loew's staff, will work with the White House Correspondents Association in arranging the association's annual dinner, May 8, at which President Eisenhower will be guest of honor. Harry Kalcheim of the William Morris Agency is in charge of obtaining talent for the dinner.

The story of Frame Johnson...

LAST OF THE GREAT SHOOTING MARSHALS!

He lived by the gun...
killed by the law...and
loved a woman even his
bullets couldn't tame!

UNIVERSAL INTERNATIONAL presents

RONALD REAGAN

LAW and ORDER

COLOR BY *TECHNICOLOR*

co starring

DOROTHY MALONE · PRESTON FOSTER

ALEX NICOL and introducing RUTH HAMPTON

(Miss Universe Beauty
Contest Winner)



DIRECTED BY NATHAN JURAN · SCREENPLAY BY JOHN AND GWEN BAGNI AND D. O. BEAUCHAMP · FROM A STORY BY W. R. BURNETT · PRODUCED BY JOHN W. ROGERS

Today it's **U-I**-Ask the Showmen who show them!

French Renew Aid To Film Industry

By HENRI KAHN

PARIS, March 29 (By Airmail)—The French National Assembly has finally passed the new motion picture industry aid law, thus quieting the fears of those who foresaw no help for the industry after the old law expires Sept. 30.

Under the law a new tax will be imposed to provide funds for a special development fund. The tax, however, is imposed on higher priced seats only. All seats under 100 francs pay five francs tax. Up to 150 francs they pay 10 francs, and over that, five francs for each additional 50 francs. Small cinemas in the provinces will not be touched, but the urban populations will have to pay more.

The law will go into effect July 1. Among other things, it provides: partial financial aid for new productions; recompense to producers of short, educational films; help to improve technique and to build new theatres and remodel old ones; renewal of the special tax on all films; tax free benefits for films scheduled for non-commercial exhibition.

The law also withholds aid from any company which has not completely paid for production of its last film.

See More U. S. Filming

Far more American films are expected to be made in France as a result of the law. American companies which are at the same time French companies (and that is true of all American companies with offices in France) may receive aid. This is perhaps one of the most important clauses of the law. Not because aid will be paid, but because their films will be regarded as French films and not included in the quota system. Presumably such films would include French artists or would be made in double versions.

It is too early yet to predict what exactly is likely to happen, but it does look as if the law was framed to help rather than hinder international film relations.

Memphis 'Bank Night' Ban Now Effective

MEMPHIS, April 1. — "Bank Nights" in Memphis theatres, which have been operating for several months, are no longer permitted here.

The ban against cash "jackpot" giveaways was ordered by Police Commissioner Armour six weeks ago, but theatres obtained a six-week extension in order to give away cash "jackpots" on hand. This has been done.

Turner-Farrar in TV

WASHINGTON, April 1. — The Federal Communications Commission has granted the application of the Turner-Farrar Association for a television station at Harrisburg, Ill. The firm is controlled by Turner-Farrar Theatres.

Filmack Trailer Expands

CHICAGO, April 1. — The Filmack Trailer Co. has taken over the film exchange in the Filmack Building formerly occupied by Henry Elman Enterprises and Capitol Films. The entire building on Film Row will now be occupied exclusively by Filmack.

Television - - Radio

with Pinky Herman

AN OLD axiom, "Sell the kids and you sell America," prompted a successful merchandising of baseball via the picture cards of stars of the diamond, the motion picture industry via picture cards of Hollywood's luminaries and, more recently, breakfast cereals, namely Wheaties, which has been featuring pictures of star athletes. In a special tie-up with Bowman Gum (bubble gum) NBC has given to several million youngsters about 50 million color picture postcards featuring 36 NBCElebrities of radio and TV. After but two weeks of 20 second spots in N. Y., Chicago & Cleveland, hundreds of thousands of moppets were swapping "Milton Berle" for "Sid Caesar," "Imogene Coca" for "Dinah Shore," "Herb Sheldon" for "Bob & Ray." WNBC and WNBC head Ted's idea sure has COTT on. . . . Ruppert beer will tee off with a new program, a full hour across the board from 11:00 to 12 midnight, starting April 27 via ABC-TV. Series will star comic Louis Nye with Bill Williams doing straight. . . . Gerald Mohr, currently making with Martin & Lewis in the Hal Wallis 3-D production, "Money from Home," will narrate the special NBC-TV Easter Sunday program. . . . Comes May 6, "Kraft Television Theatre" will NBCElebrate the start of its seventh year in TV, also making it the oldest consecutively-presented network show.

★ ★ ★

It had to happen. Ted Mack's "Original Amateur Hour," with a history of 18 years on the air during which time it spotlighted thousands of talented amateurs, many of whom eventually scored as professionals, returns to the scene, Saturday, April 25. With Pet Milk the sponsor, the program will be seen live on 53 stations at 8:30 to 9:00 P.M. and will be kinescoped on seven additional stations. . . . Ed Byron's package, "Wonderful John Acton," with full orchestra plus a supplementary vocal accompaniment, conducted by John Gart, was auditioned by NBC last week. . . . Harold Hackett, formerly with MCA, has been named executive vice-president of Official Films, by chairman of the board I. D. Levy. In addition to extending the company's live TV and taped radio shows, Hackett will create new TV filmed packages for network and regional release. . . . WOR-TV will telecast 77 home games of the Brooklyn Dodgers, starting Saturday, April 11, with Cennie Desmond, Red Barber and Vince Scully, at the mikes. . . . With Ray Bolger signed to go to the Coast to do exclusive TV for ABC, will producer-director Henry Dick, also an ABCContractee, accompany the dancer westward? Henry used to understudy Ray in "On Your Toes" and "Keep Off the Grass."

★ ★ ★

LOTS A DOTS. . . . Screen star Arlene Dahl heads East next week to star on the "Philip Morris Playhouse," April 8, and on "This Is Show Business," April 11. Thence to the Film Festival at Cannes, France. . . . Aside to Nick Bourne of Maggie Ettinger's office:—Thanks for the green shoe laces to tie us to Donald O'Connor's Easter Sunday NBCColgate Comedy Hour. . . . John Raitt's and Dolores Gray's fine singing and playing makes the "Buick Circus Hour" a MUST. . . . Tom Ewell's long term NBContract specifically permits the sensational new star to make pictures in Hollywood. Meanwhile his program will be a situation comedy series to be filmed in New York. . . . Flicker star Ruth Warrick will guest on DuMont's "Where Was I?" next Tuesday. La Warrick's new manager is Martin Goodman. . . . "CBSinger Four Star Playhouse," currently seen on alternate weeks, will go on a weekly schedule starting Sept. 24, completing its first year on TV. Series is filmed in Hollywood, produced by Don Sharpe and directed by Robert Florey. . . . Mayor Impellitteri is having financial difficulties (city budget) but not so Mrs. Impy. Last Friday she appeared on "Wheel of Fortune," answered two questions and walked home with \$500.00 in prizes. . . . Prior to leaving on a six-week p.a. tour Basil Rathbone cut an audition record on a new program created and scripted by Alan Sands. Alan has another new program starring Jay Jostyn, which one of the nets is ready to grab. . . . Roz Russell's RKO Radio Pix, "Never Wave at a WAC," which opens at the Astor Theatre (N. Y.) April 16, will get a TVerrific plug when she guests on Ed CBSullivan's "Toast of the Town" the following Sunday. . . . WCBS-TV has acquired exclusive first-run showing rights to 26 Robert Lippert Films, produced in 1951 and 1952. . . . Ridgeway Hughes, former promotion mgr. for "Look" magazine and McCall's "Better Living" mag., has been named manager of sales promotion for NBC radio & TV.

Coast Production Picks Up Slightly

HOLLYWOOD, April 1.—The production index picked up two points for a total of 35 pictures in work.

Started were: "Safari Drums," Allied Artists; "China Venture," Columbia; "Robot Monster" (Three Dimension Pictures, Inc.-3-D Tru-Stereo), and "Steel Lady" (Edward Small), independent; "Constable of Carson City," Republic; "Arizona Outpost" (3-D color), RKO Radio; "Wings of the Hawk" (3-D Technicolor - Stereophonic sound), "All-American" and "Ma and Pa Kettle Hit the Road Home," Universal-International.

Completed were: "Last of the Pony Express" (Gene Autry) and "Sky Commando" (Esskay), Columbia; "War Paint" (K-B, Pathe Color, United Artists release) and "Combat" (Broder), Independent; "The Arena" (3-D Ansco color), Metro-Goldwyn-Mayer; "The Boy from Oklahoma" and "Calamity Jane," Warner Brothers.

Oppose Segregation In TV Theatres

WASHINGTON, April 1. — If the Federal Communications Commission authorizes a theatre television service, it should stipulate that theatres using the service cannot deny admission to Negroes or any other groups, the American Veterans Committee told the FCC.

The AVC filed its comments in connection with the industry's application for theatre television authority. The veterans' group said it was not taking a stand for or against the industry's application, but merely was trying to establish the principle that broadcast frequencies belong to the entire American public and should not be given by the FCC to any individuals or companies which would deny their facilities to any segment of the public.

60 TV Producers Sign SAG Pacts

HOLLYWOOD, April 1.—More than 60 producers of television film commercials have signed contracts with the Screen Actors Guild and many of the largest national advertising agencies have signed letters of adherence to the contract in the four weeks since an agreement was negotiated ending a three-month strike of actors in commercial video films.

This was announced by John Dales Jr., national executive secretary of the Screen Actors Guild.

FCC Approved 325 Television Stations

WASHINGTON, April 1.—The Federal Communications Commission has authorized 11 new television stations. Since the freeze was lifted last July, the Commission has authorized 311 commercial stations and 14 educational stations.

Approves Doerfer FCC Nomination

WASHINGTON, April 1.—The Senate Commerce Committee has approved the nomination of John C. Doerfer as a member of the Federal Communications Commission. The nomination must still be approved by the Senate itself.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS	
Feb. 15	JALOPY (Color) Beverly Boys C—62 min. (5318)	(Feb. Releases) LAST OF THE COMANCHES (Color) Broderick Crawford Barbara Hale O—85 min. (Rev. 12/29/52) TARGET HONG KONG Richard Denning D—66 min. (Rev. 12/29/52)		IVANHOE (Color) Robert Taylor Elizabeth Taylor D—107 min. (3307) (Rev. 6/16/52)	(Feb. & March Releases) THE STOOGE Dean Martin Jerry Lewis CD—100 min. (5212) (Rev. 10/6/52) COME BACK, LITTLE SHEBA Burt Lancaster Shirley Booth D—99 min. (5213) (Rev. 12/1/52) THE STARS ARE SINGING (Color) Anna Maria Albrighetti Rosemary Clooney M—99 min. (5214) (Rev. 1/27/53)	SAN ANTOINE (Color) Rod Cameron Arleen Whelan OD—90 min. (5203) (Rev. 3/2/53)	SWORD OF VENUS (Color) Robert Clark Catherine McLeod D—75 min. (Rev. 1/15/53)	(Feb. Releases) NIAGARA (Color) Marilyn Monroe Joseph Cotton D—89 min. (306) (Rev. 1/20/53) TREASURE OF THE GOLDEN CONCH (Color) Cornel Wilde D—83 min. (308) (Rev. 1/21/53)	(A-Men Prods.) THE MAGNETIC MONSTER Richard Carlson Jean Byron D—75 min. (Rev. 2/19/53) (Edw. Small) THE BANQUETS OF CORUSICA Richard Greene Paula Raymond D—81 min. (Rev. 3/13/53)	(Feb. Releases) MISSISSIPPI GAMBLER (Color) Tyronne Power Piper Laurie D—98 min. (310) (Rev. 1/9/53) GIRLS IN THE NIGHT Harvey Lembeck Joyce Holden D—83 min. (311) (Rev. 1/16/53)	THE JAZZ SINGER (Color) Danny Thomas Peggy Lee D—107 min. (212) (Rev. 1/5/53)	
Feb. 22	KANSAS PACIFIC (Color) Sterling Hayden D—73 min. (5302) (Rev. 3/31/53)			JEOPARDY Barbara Stanwyck D—69 min. (317) (Rev. 1/19/53)		OLD OVERLANDO Rex Allen O—60 min. (225) (Rev. 3/2/53)						
Mar. 1		(Mar. Releases) THE MEMBER OF THE WEEDING Ethel Waters D—91 min. (Rev. 12/16/52) PRINCE OF PIRATES (Color) John Derek D—80 min. (Rev. 1/29/53) ALL ASHORE (Color) Mickey Rooney Dick Haymes C—80 min. (Rev. 2/17/53) SAVAGE MUTINY Johnny Weissmuller D—73 min. (Rev. 1/26/53)		BATTLE CIRCUS Humphrey Bogart June Allyson D—90 min. (321) (Rev. 1/27/53) CONFIDENTIALLY (Color) Van Johnson Janet Leigh C—71 min. (322) (Rev. 1/23/53) I LOVE MELVIN (Color) Donald O'Connor Debbie Reynolds MC—77 min. (323) (Rev. 2/16/53)								
Mar. 8	WHITE LIGHTNING Stanley Clements D—61 min. (5326) (Rev. 3/13/53)											
Mar. 15			PERILS OF THE JUNGLE Clyde Beatty D—63 min. (5214)			THE WOMAN THEY ALMOST LYNCHED Lynn Lund Brian O'Heary OD—90 min. (5204)	THE HITCH-HIKER Edmund O'Brien William Talman D—71 min. (Rev. 1/15/53)	TAXI Dan O'Leary CD—77 min. (305) (Rev. 1/13/53) DESTINATION GORE (Color) Richard Widmark D—89 min. (313) (Rev. 2/19/53) DOWN AMONG THE SHELLERING PALMS (Color) Mitzel Gaynor William Lundigan M—87 min. (317) (Rev. 3/30/53)	(Arch Oboler) BWANA DEVIL (Color) Robert Stack Barbara Britton D—79 min. (Rev. 12/4/52)	(Mar. Releases) CITY BENEATH THE SEA (Color) Robert Ryan D—87 min. (308) (Rev. 2/5/53) GUNSMOKE (Color) Audie Murphy OD—79 min. (312) (Rev. 2/20/53) SEMINOLE (Color) Rock Hudson Barbara Hale D—87 min. (313) (Rev. 2/20/53)	SHE'S BACK ON BROADWAY (Color) Virginia Mayo M—95 min. (214) (Rev. 1/23/53)	
Mar. 22	THE HOMESTEADERS Wild Bill Elliott O—62 min. (5323) (Rev. 3/31/53)	SIX ANGLES ON MURDER Jean Kent D—88 min. (Rev. 2/18/46)	WHITE GOODNESS Jon Hall D—73 min. (5224)	THE GIRL WHO HAD EVERYTHING Elizabeth Taylor D—69 min. (Rev. 3/2/53)								
Mar. 29	FORT VENGANCE (Color) James Craig Reginald Denny OD—75 min. (5303)	ON TOP OF OLD SMOKY Gene Autry O—89 min. (Rev. 3/13/53)		SOMBRERO (Color) Ricardo Montalban D—103 min. (324) (Rev. 2/24/53)		THE LADY WANTS MINK (Color) Ruth Hussey Dennis O'Keefe CD—92 min. (5205) (Rev. 3/31/53)	COUNT THE HOURS Teresa Wright Macdonald Carey D—74 min. (Rev. 2/18/53)	(Re-Releases) CALL OF THE WILD (Color) Clark Gable D—81 min. (350) (Rev. 4/27/53) MY DARLING CLEMENTINE Henry Fonda O—97 min. (331) (Rev. 10/9/46)	(Jack Schwarz) SON OF THE RENEGADE John Carpenter OD—57 min. (Rev. 3/13/53)	(L. Arthur Rank) THE STORY OF THE MANOY Phyllis Calvert D—83 min. (383) (Rev. 3/5/53)	THE BLUE GARDENIA Anne Baxter Richard Conte D—90 min. (215) (Rev. 3/13/53)	
Apr. 5		(Re-Releases) THE BANQUIT OF SHERWOOD FOREST Cornel Wilde D—87 min. (Rev. 2/18/46)	BAO BLONDE Barbara Payton Tony Wright D—80 min. (3211)	SMALL TOWN GIRL (Color) Jane Powell Farley Granger MC—83 min. (325) (Rev. 2/26/53)								
Apr. 12	THE MARKSMAN Wayne Morris O—61 min. (5333)	(Apr. Releases) THE GLASS WALL Vittorio Gassman D—80 min. (Rev. 3/10/53) JACK MCCALL, DESPERADO (Color) George Montgomery OD—76 min. (Rev. 3/31/53) ONE GIRL'S CONFESSION Hugo Haas D—74 min. (Rev. 3/13/53)	BACHELOR IN PARIS Oenais Price C—83 min. (5213)	BRIGHT ROAD Robert Horton Dorothy Dandridge D—69 min. (326)	(Apr. Releases) OFF LIMITS Bob Hope Mickey Rooney C—89 min. (5216) (Rev. 2/4/53) THE GIRLS OF PLEASURE ISLAND (Color) Don Taylor Leo Genn D—95 min. (5215) (Rev. 2/20/53)	A PERILOUS JOURNEY Vera Ralston David Brian D—90 min. (5206)	PORT SINISTER James Warren Lynne Roberts D—65 min. (Rev. 2/19/53)	(Apr. Releases) THE PRESIDENT'S LADY Susan Hayward Charlton Heston D—96 min. (312) (Rev. 3/5/53) CALL ME MAOAM (Color) Ethel Merman Donald O'Connor MC—114 min. (311) (Rev. 3/4/53) TONIGHT WE SING (Color) Ezio Pinza David Wayne M—109 min. (310) (Rev. 1/26/53)	(Re-Releases) LOVE HAPPY Marx Brothers C—85 min. (Rev. 9/20/49) AFRICA SCREAMS Abbott & Costello C—79 min. (Rev. 4/29/49)	(Apr. Releases) MA AND PA KETTLE ON VACATION Marjorie Main Percy Kilbride C—75 min. (314) (Rev. 3/2/53)	DESERT LEGION (Color) Alan Ladd Arlene Dahl D—86 min. (315) (Rev. 3/13/53) ABBOTT AND COSTELLO GO TO MARS Bud Abbott Lou Costello C—76½ min. (316) (Rev. 3/24/53)	THE SYSTEM Frank Lovejoy Joan Weldon D—87 min. (217) (Rev. 3/19/53)
Apr. 19	TRAIL BLAZERS Alan Hale, Jr. O (5329)		(Re-Releases) ALI BABA NIGHTS Anna May Wong D (5215) (Rev. 9/22/34)	CODE TWO Ralph Meeker Sally Forrest D—69 min. (Rev. 3/17/53)								
Apr. 26	COW COUNTRY Edmond O'Brien Helen Westcott O—82 min. (5310)	PROBLEM GIRLS Helen Walker D—70 min. (Rev. 3/18/53)		NEVER LET ME GO Clark Gable Gene Tierney D—94 min. (327) (Rev. 3/27/53)		FAIR WIND TO JAVA (Color) Fred MacMurray Vera Ralston D—92 min. (5207)	THE BIG FRAME Mark Stevens D—67 min. (Rev. 3/24/53)		THE ASSASSIN Richard Todd D—90 min.	ABBOTT AND COSTELLO GO TO MARS Bud Abbott Lou Costello C—76½ min. (316) (Rev. 3/24/53)	HOUSE OF WAX (Color) Vincent Price Frank Lovejoy D	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama.)

BIG?

It's

TITANIC

TITANIC

IN EMOTION!

TITANIC

IN SPECTACLE!

TITANIC

IN CAST!

TITANIC

IN CLIMAX!

COMING YOUR WAY IN MAY!...

Date it now! Get in on 300-theatre day-and-date saturation May 13th . . . pre-sold by tremendous news-making "Operation Titanic" showmanship promotion April 11-12 at Norfolk Naval Base . . . and triple TV barrage via Ed Sullivan's "Toast of the Town" April 19, May 3, May 10!

THERE'S NO BUSINESS LIKE **20** CENTURY-FOX BUSINESS!

20th Century-Fox presents "TITANIC" starring Clifton WEBB • Barbara STANWYCK • co-starring ROBERT WAGNER • AUDREY DALTON • THELMA RITTER with Brian Aherne, Richard Bosehart, Allyn Joslyn, James Todd, Frances Bergen, William Johnstone. Produced by CHARLES BRACKETT. Directed by JEAN NEGULESCO. Written by CHARLES BRACKETT, WALTER REISCH, RICHARD BREEN



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Concise
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VOL. 73. NO. 64

NEW YORK, U. S. A., FRIDAY, APRIL 3, 1953

TEN CENTS

Distributors Hit Back at Coast Probe

Defend Trade Practices In Los Angeles Area

By WILLIAM R. WEAVER

LOS ANGELES, April 2.—Leading off for distributors in the Senate Small Business Committee hearings on trade conditions here, Alfred R. Taylor, Los Angeles Paramount exchange manager since 1945 and with the company for 25 years, declared that the film rental is the only flexible item in exhibitors' fixed costs. Pointing out that power rates, advertising costs, payrolls, property rentals and all other costs have risen sharply, with exhibitors unable to obtain "adjustments" of those costs when box office revenues are off, Taylor said that Paramount, contrary to testimony given by certain exhibitor witnesses, the day before, does make adjustments in reasonable cases.

After defending Paramount's establishment of seven first-run zones in this area, which move he said had benefitted independents and displeased

(Continued on page 6)

Nominate Brien as President of AMPA

Lige Brien has been nominated to the presidency of the Associated Motion Picture Advertisers by AMPA's nominating committee.

Other nominees include: Albert Floersheimer, Jr., for vice-president; Edgar Goth, secretary; William Boley, treasurer, and the following for the board of directors: Maurice A. Bergman, Miriam F. Brandon, Blanche Livingston, Harry K. McWilliams and Gordon S. White. Vivian Moses

(Continued on page 6)

Select Nominees for SPG Executive Unit

HOLLYWOOD, April 2.—The Screen Producers Guild nominating board has selected 14 members to be candidates for three-year memberships on the executive board, Sol C. Siegel, Guild president, announced.

Seven members of the board will be elected at the May 7 annual meeting. Candidates include Charles Brackett, Jerry Bresler, Samuel G. Engel, Mel

(Continued on page 6)

Marciano Fight Off Until May 15

Chicago, April 2.—The heavyweight title match, set to be filmed in 3-D for United Artists, has been postponed from April 10 to May 15 because of a nose injury suffered in training by champion Rocky Marciano.

The International Boxing Club, promoters of the scheduled 15-round in Chicago Stadium, which also has been slated for home TV, reset the date.

Jimmy Powers, sports columnist and broadcaster, has been signed to do the commentary for the 3-D film.

New M-G-M Wide-Screen

A new wide-screen that gives panoramic dimension to conventional sized prints will be put into overseas use today by M-G-M, it was announced here yesterday by Arthur Loew, president of Loew's International.

The system makes its debut at the M-G-M Forum Theatre in Liege, Belgium. "Ivanhoe" will be shown using a regular Technicolor print. This is the first time that this process has been used in a theatre anywhere in the world, Loew said. He emphasized that this "new look" can be adapted in any theatre at a mini-

(Continued on page 6)

GREEN SETS STAGE FOR FOX BATTLE

Cumulative Voting Issue to 20th-Fox 'Holders on May 5

A special meeting of 20th Century-Fox stockholders has been called for May 5 in Wilmington, Del., by the company's board of directors for the purpose of voting on the elimination of cumulative voting from the corporate by-laws. The move is regarded as managerial strategy to offset the chances of Charles Green, who is fostering a proxy fight for company control, from electing a majority of directors at the annual meeting of stockholders, scheduled for May 19 in New York.

The cumulative voting provisions of the present by-laws are understood to

(Continued on page 6)

Delay Action on Limitations Statute

WASHINGTON, April 2.—The House Judiciary Committee has put off until later this month action on a bill to set up a uniform five-year Federal statute of limitations on private antitrust suits.

The bill, reported by a sub-committee earlier in the week, was discussed

(Continued on page 6)

Fires First Salvo at Press Conference to Air His Own Version

Charles Green, leader of a proxy fight against the 20th Century-Fox board of directors and management, consumed the bet-



Charles Green

ter part of two hours detailing the history of his grievances against the company and management at a press conference—his first on the 20th-Fox contest—which he had arranged at the St. Regis Hotel here yesterday.

Most of the basic information sought by the press representatives, such as the amount of stock Green and his associates own or control and the identity of his associates, as well as many of the specific complaints he plans to level against management, and the program, if any, which he has to offer for the improvement of company operations, were not disclosed.

Green said such information is contained in papers which he will file

(Continued on page 3)

Green Challenges The Contracts of Skouras and Zanuck

A suit to declare certain portions of the employment agreements of Darryl F. Zanuck and Spyros P. Skouras with 20th Century-Fox to be null and void was filed in New York Supreme Court here yesterday by Charles Green, who has initiated a proxy fight among the stockholders to wrest control of the company from the present management. Named as defendants are the board of directors, Skouras, Zanuck, TCF Film Corp. and 20th Century-Fox Film Corp.

The case is a derivative action, brought by Green, Chalgren Associates (a co-partnership) and the Green Sales Co. on behalf of themselves and all other 20th-Fox stockholders "who may desire to join in this suit and contribute to the ex-

(Continued on page 3)

Predict \$8-Million from Theatres' Awards Tiein

Dallas, April 2.—The Texas Council of Motion Picture Organizations' executive board has unanimously approved a proposal submitted by Phil Isley, president of Phil Isley Theatres and of Texas Allied, to set up a statewide campaign which will precede next year's Academy awards, taking advantage of the box-office value which the awards make for winning pictures, actors, actresses, and others. Paul Short, National Screen Service division manager, was appointed to create the campaign and contest.

Isley, who announced earlier that his theatres in California and Texas would stage a campaign next year based upon \$10,000 in prizes to be given to patrons polling most nearly the actual Oscar Awards, stated, "We have been remiss in recognizing the box-office potency of the Academy Award selections. Televising the affair this year has had a marked reaction at the box-office. If the entire campaign is properly presented and executed in all theatres throughout the nation, it is not an exaggeration to expect

(Continued on page 6)

Personal Mention

LOUIS PHILLIPS, Paramount's assistant general counsel, and **MRS. PHILLIPS** will return to New York Monday on the *S.S. Constitution* following a two-month Mediterranean cruise.

P. T. DANA, Universal Eastern sales manager, will leave here tonight for a 10-day trip to Pittsburgh, Cleveland, Buffalo and Philadelphia.

RICHARD W. ALTSCHULER, president of Republic Pictures International, has returned here from a six-week visit in Europe.

MAX SHENKER of Berlo Vending Co. in Cleveland suffered a slight heart attack in Miami where he and his wife had been vacationing.

GOTTFRIED REINHARDT, M-G-M director, will arrive here from Europe aboard the *S.S. Liberte* on Wednesday.

BENN H. ROSENWALD, Boston M-G-M manager, is in New York from that city.

JOHN ASH, M-G-M field auditor, arrived here from the Coast yesterday.

WILLIAM BARNETT, president of Barnett International Forwarders, returned here from Florida yesterday.

Colosseum Dinner Apr. 2

INDIANAPOLIS, April 2.—The Colosseum of Motion Picture Salesmen of Indianapolis plans to hold its fifth annual dinner-dance on April 25 at the Marott Hotel here. The affair is in the hands of the following: Herman Black, RKO Radio, in charge of the program; Ray Thomas, Universal, entertainment; Jules Goldman, Warners, tickets; Val Klaiber, M-G-M, publicity. Herman Hallberg of 20th-Fox is president of the local Colosseum, Frank Warren of Universal is vice-president, Ken Dotterer of 20th-Fox is secretary, and Jack Meadow of RKO is treasurer.

Depinet at Gardiner Fete

BOSTON, April 2.—Ned E. Depinet, RKO Radio consultant, is to be the principal speaker at a luncheon on Tuesday at the Hotel Bradford honoring retiring RKO Boston sales manager William H. (Larry) Gardiner. The affair, sponsored by the Variety Club of New England, will have Arthur Lockwood as toastmaster.

Pinanski Luncheon Guest

BOSTON, April 2.—Samuel Pinanski, president of American Theatres Corp., will attend a special luncheon tomorrow honoring Mary Pickford who is here on a "Bond-A-Month" selling tour of the country. Pinanski, who is the industry's national chairman for U. S. Savings Bonds, will be one of a group of New England bankers invited by the Treasury Department to meet Miss Pickford at the luncheon.

Seek Five-Year Freeze of Film Wages in Mexico

MEXICO CITY, April 2.—An emergency law to freeze for at least five years wages of film trade unionists at present scales is being urged on Senatorial and Congressional film industry committees by several top producers. The move is prompted by the looming bi-annual revision of the unionists' collective labor contracts and the attendant inevitable demand for pay hikes, due in June. The producers say they cannot increase wages even a little because of new high costs, particularly salaries. The producers told the committees that film unionists are the highest paid organized workers in Mexico.

The producers also blame the forced reduction in theatre admission prices by 20 to 35 per cent as contributing to what they call hard times for the trade. Wage freezing, they stress, will be a saving grace for the industry because they are confident it will have solved most of its problems by 1958.

The unionists, headed by the technical and manual workers sections of the National Cinematographic Industry Workers Union, threaten to strike unless they get at least a 50 per cent wage increase in June. Studio operators want to reduce present wages 50 per cent.

Company Employees Observe Holy Day

Major film company home offices will give their Christian employees varying periods of time off today for Good Friday worship. Allied Artists will be closed all day. Columbia and Universal-International workers may have the whole day for devotions; at Warner Brothers some will take the whole day while others will leave at 11:00 A.M. The policy at Paramount and RKO Pictures is to leave it up to employees to take whatever time they need. Twentieth Century-Fox and United Artists employees may leave at 11:00, while at M-G-M and Republic they may take three hours.

Maryland Kills New Censorship Bid

BALTIMORE, April 2.—A bid by Sydney R. Traub, chairman of the Maryland Board of Motion Picture Censors, for new authority to censor films was killed by the Senate Finance Committee. Only one member voted against referring the bill to legislative council, Senator Hubert Barton, and he had said he was against it.

It was said that Traub had agreed beforehand to deletion of a proposed new requirement for the censorship of non-commercial films, which was the most controversial section of the measure.

ASCAP Offices Close In Frohlich Tribute

ASCAP offices here will be closed today in deference to the death of Louis D. Frohlich, veteran industry attorney and copyright lawyer whose law firm of Schwartz & Frohlich represented ASCAP.

Funeral services will be held at 10:00 A.M. today at Park West Memorial Chapel. Burial will be at Kensico, N. Y.

Luxor Hearing Today

A hearing on J. J. Theatres petition for an injunction to halt alleged discrimination against the Luxor Theatre in the Bronx is scheduled for today in Federal District Court here. The hearing was originally slated for yesterday. Named as defendants were Skouras' Park Plaza and distributors.

Thomas Duane Joins Lockwood & Gordon

BOSTON, April 2.—Thomas F. Duane has joined Lockwood & Gordon Enterprises in an executive capacity in the operation of the circuit, which is in the process of expanding its 17 regular theatres and seven drive-ins in New England.

Duane recently resigned as sales manager at United Artists. He started his industry career in 1925 with Paramount and has since been sales manager at Republic, Eastern and Canadian division manager for Vanguard, Northeastern division manager for Selznick Releasing, producers representative for Peter Rathvon Productions, New England manager for Lopert Films and general sales manager for Commercial Films, Inc.

Chi. Tax Collections Found Levelling Off

CHICAGO, April 2.—February theatre receipts here (as reflected by collections of the three per cent city amusement tax during March) were down roughly 3½ per cent from the corresponding month last year, with the city collecting \$90,575 against \$95,900 in March, 1952. Collections for the first quarter (on December, January, and February receipts) from theatres was \$367,678 compared with \$368,776 last year, reflecting a levelling off of business in contrast to the marked downward trend of the past few years revealed by the city tax collection. Taxes collected from all amusements during the quarter were \$443,492, up roughly 5 per cent from \$421,681 during the quarter last year.

Myers, Not Snaper To Ohio ITO Meet

Wilbur Snaper, president of national Allied, will not attend the annual convention of the Independent Theatre Owners of Ohio in Columbus next week. Abram F. Myers, Allied general counsel, will represent the national association at the conclave, in place of Snaper.

Snaper had been scheduled to speak at the convention sessions and at the banquet Wednesday night.

3-D 'Can-Can' Girls In Easter Parade

Screen star Phyllis Kirk, who is in New York from Hollywood for the world premiere of Warner Brothers' three dimensional "House of Wax" at the Paramount Theatre next Friday, "will introduce three dimension to the traditional Fifth Avenue Easter Parade on Sunday when she wears a 3-D hat especially designed for her by Walter Florrell, top New York milliner"—says Warner.

"The unique headgear," it continues, "will have a small white satin 'movie screen' with tiny dancing girls projecting from it. Design inspiration of the hat is the can-can, first 3-D dance, in 'House of Wax'."

Name Schenck UATC Board Chairman

Joseph M. Schenck has been elected chairman of the board of United Artists Theatre Circuit, refilling a post he held with the circuit in the past.

Following the election of Schenck to the chairmanship post, a board spokesman called the move "important to the operation of United Artists Theatres." It was pointed out that Schenck is one of the founders, along with George Skouras, UATC president, of the Magna Theatre Corp., which recently disclosed plans to roadshow a new 65mm. wide-screen process. UATC owns 40 per cent of Magna holdings, it was added.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

DORIS DAY • GORDON MacRAE

"BY THE LIGHT OF THE SILVER MOON"

Color by Technicolor — A Warner Bros. Picture

Plus The Music Hall's Great Easter Stage Show

"I Confess"
STARRING **MONTGOMERY CLIFT**
ANNE BAXTER
PARAMOUNT THIS SQUARE Midnight Feature

in Person
MISS PATTI PAGE
BOBBY SARGENT
CLARK BROTHERS
JERRY WALD
AND HIS ORCHESTRA

BECAUSE WE KNOW IT'S SO
WE KEEP ON SAYING...

FILMACK TRAILERS (327 S. WABASH AVE. CHICAGO)
630 NINTH AVENUE, NEW YORK

FILMACK GIVES YOU MORE SHOW-MANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.

Green Suit

(Continued from page 1)

penses thereof." The purpose of the action is to require the defendants to account for any loss or damage sustained to the company as a result of their actions, according to the complaint.

Green charges that Skouras, president of 20th-Fox, and Zanuck, vice-president in charge of production, exercise complete domination and control over the corporation and the votes of the other directors "who did not exercise their own informed and independent judgment." The complaint alleges that Skouras and Zanuck influenced the board to enter into employment agreements with them that bore no reasonable relationship to the value of their services, adding that the agreements were excessive and exorbitant and "constituted waste and gift of the corporate assets." It is further alleged that the agreements gave options to Skouras and Zanuck to terminate the full time periods of the contracts without affording corresponding options to the company.

'Largely Illusory'

Green claims in his complaint that 20th-Fox obligated itself under the agreements to pay both officers substantial sums for advisory services, even though, according to the complaint, they might be unable to render the services and might, in fact, render no such services. It is further claimed that the advisory services were "largely illusory" and at the convenience and commitments of Zanuck and Skouras, but without regard to the needs of the corporation.

Green is particularly critical of the death benefits of the two officers for their estates, claiming that they are illegal, improper and contrary to the retirement and death benefit plan adopted by stockholders in 1946. The latter plan called for a maximum retirement and death benefit payable to any officers and employee of approximately \$17,000. However, Green asserts that in the event of Zanuck's death, 20th-Fox agrees to pay his estate \$750,000 under the agreement in force, while Skouras' estate, if he should die, would receive \$250,000.

The complaint points out that Zanuck's salary is \$5,000 a week on a full time basis for 10 years from Sept. 28, 1949, and \$2,885 a week for an additional 10 years if required to give only part-time service. Skouras' employment contract, dated Jan. 2, 1951, gives him a salary of \$250,000 a year plus out-of-pocket expenses, with the compensation cut to \$150,000 yearly on a non-exclusive basis.

In a second cause of action, the complaint alleges that for years, in addition to the salaries and emoluments received by the executives for their services, 20th-Fox has paid the executives, or disbursed on their behalf, "huge sums of money as alleged corporate expenses," but, it is claimed, "to a substantial extent, such expenses were fictitious, or if incurred, had no relationship" to the corporate business and affairs.

Green, in a press release attached to the complaint and given to the press here yesterday, said that the charges of mismanagement were part of the charges that will be revealed in his proxy material which will be filed

Sets Stage for 20th-Fox Proxy Fight

(Continued from page 1)

"not later than next Monday" with the Securities and Exchange Commission, seeking authorization to conduct the proxy fight. Until that has been done, he said, he does not feel free to divulge the pertinent details of his position in the contest.

Later, Green said the information contained in his S.E.C. filing will not be made public until it has been approved by the Commission which, he estimated, might be another two weeks.

Persistent Questioning

In reply to persistent questioning, however, Green said the statement he will issue in solicitation of proxies for the annual meeting of 20th-Fox stockholders next month will not "propose a full slate of directors." He declined to say how many he would propose but left no doubt that his objective is control of the board and the company.

He will, he said, be a candidate for the board himself but disclaimed any desire to take a top executive post in the company in the event he gains control.

Pressed concerning his plans for management, Green said only "the policy-making" level would be changed if he achieves his aim. The present 20th-Fox organization "in depth" would be retained. He related that after he had waged his successful proxy fight in Twin Cities Rapid Transit Co., Minneapolis, "only about six top executives were cleaned out," and about five from United Cigar-Whelan Drug Stores when his proxy battle in that company succeeded.

Asked if that meant he would drop Spyros Skouras, president, and Darryl Zanuck, head of production, Green was equivocal. If an "honest" deal, profitable to the company, could be made with them, he would favor their retention, but not necessarily in their present positions, he implied.

When the 30 or more reporters entered the hotel meeting room in mid-afternoon, they were offered drinks and sandwiches and handed press releases announcing that Green had brought suit in New York Supreme Court yesterday against the company and board members who approved the issuance to Zanuck of an employment contract in 1949, and one

with the Securities and Exchange Commission next week.

In criticizing the employment contracts of Skouras and Zanuck, Green claims that the agreements were thrust upon the corporation at a time when the executives admitted that salaries were excessive and that, in view of reduced earnings, sweeping economies including salary reductions, were necessary.

Defendants named in the action, besides Zanuck, Skouras and the corporation, are L. Sherman Adams, Robert L. Clarkson, Thomas J. Connors, Wilfred Eadie, Robert E. Hannegan, Daniel O. Hastings, Donald Henderson, Robert Lehman, William Michel and Murray Silverstone.

On a "fact sheet," supplied by Green at the press conference, Green said he had taken the action because he had a right as a stockholder to demand that certain practices be stopped.

to Skouras in 1951, which would require defendants to account to the company for any damage it might sustain because of the contracts. (See separate story on Page One on the Green legal action.) Last week Green said he had offered Zanuck the 20th-Fox presidency if his fight is won.

Asked if high salaries and other financial inducements to employment constituted his main complaint against the company, Green said he has "many more" grievances but declined to discuss them on the ground they are contained in his as yet unfiled S.E.C. application.

At another point, however, he did criticize 20th-Fox management for experimentation and promotion of Eidophor, the large screen, color television system, which he said he believes has been relegated to oblivion now. Again, he belittled 20th-Fox management for sponsoring the CinemaScope wide screen system "so late, after it's been around all these years."

A reporter asked Green how the company could ever be right if it is to be criticized for experimenting with the new Eidophor and criticized for perfecting the older CinemaScope. Evidencing one of his rare instances of confusion during the interview, Green described CinemaScope as another kind of Eidophor. Reporters pointed out that they have no similarity of any kind.

Green admitted in reply to questions that he had not seen a CinemaScope demonstration; that he has not seen a three-dimensional film, and that, therefore, he had no opinion of either.

Criticizes Entire Industry

He then proceeded to criticize the entire motion picture industry, "not just Fox," for bringing out differing 3-D and wide screen systems. He contended that the industry should standardize and work together instead of all pulling in different directions.

Asked if he thought all motion picture salaries, including those to talent, are too high, Green said "only if they are not profitable to the company for which they work." He said 20th-Fox has 14,000 employees and he knows many are "parasites, including some at the top."

Asked if he favored the sale of old films to television, Green dismissed the question as one which involved a "management policy." Asked if he planned to liquidate the company should he gain control, he replied that if companies cannot be made to operate profitably, there is nothing else to do with them but liquidate.

Green, a somewhat dapper man in his late thirties or early forties, exuded confidence and self-assurance but did not flatly predict a victory. "We won't know the results till the votes are counted." He made numerous allusions to the "democratic process," likening his fight to battles of minorities and to the ballot box.

At one point he was asked if he had been in the contraceptive business. "What's illegal about that?" he shot back, admitting that a drug concern he is no longer associated with had

been in the business.

Asked if any of the present 20th-Fox management or board members are associated with him, Green answered: "Not to my knowledge." Asked specifically about Zanuck, with whom he had met on the Coast several weeks ago, Green said: "I think he belongs to the other side."

Green seemed to place most emphasis on his assertion that he had bought 20th-Fox stock at high prices and that it subsequently declined in market value, as a reason for engaging the proxy fight originally. However, several subsequent statements indicated that personalities may have played a part in his decision to do battle, as well.

Green said he felt he had been treated "shabbily" at last year's stockholders' meeting and related that several months later he, his wife and a party of friends had been refused permission to visit the 20th-Fox studio by Harry Brand, Western publicity manager.

Still later, having decided to open a contest, he said he held a number of meetings with Skouras beginning last December. At first, Green said, he did not want control, was willing to compromise and wanted only a voice in management at the policy-making level.

He complained that Donald Henderson, 20th-Fox treasurer; Murray Silverstone, president of 20th-Fox International; Wilfred Eadie, comptroller, and W. C. Michel, executive vice-president, as members of the board, constituted a quorum, with Skouras. They comprised a management group, owning little or no stock, he said.

Wanted to Offset Them

To offset them, he said he proposed to Skouras that he, Green, be given four directors with a banker "who was trying to bring both sides together," and whom Green declined to identify, as a tenth and "neutral" director.

Green said Skouras countered with a proposal of five company directors, five for Green and five other directors to be added to an enlarged board. Green said he was prepared to accept that but asserted that Skouras wanted to name Green's five directors.

Green said he then suggested a board of five each for himself and Skouras, and any three additional directors that he and Skouras could agree on.

He said that an impasse was reached last Tuesday after day and night meetings, which ended amicably. He said "one of my lawyers" met again with Skouras yesterday morning and after that meeting they decided that "Skouras doesn't want to compromise." He said his last word from Skouras was an invitation to call off the proxy fight "and at a later date he would give us minority representation on the board."

Green termed the fight "unnecessary" and said "it is going to cost the company a lot of money." He charged that Skouras "takes the fight personally," and then launched into a personal attack on Skouras in which he referred to him as an "egomaniac."

Green said he had offered to stay off the board himself and to name three directors but that Skouras declined, saying he couldn't accept any of Green's associates.

ON MAY 25TH...

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**All the boxoffice power
of today's most sensational
kind of picture—
doubled in
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"IT CAME FROM OUTER SPACE"

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*Filmed in scientifically perfected
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Also...

...AVAILABLE FOR RELEASE WEEK of MAY 25th
The FIRST **3-D** MUSICAL SHORT SUBJECT
FROM A MAJOR STUDIO.

starring **NAT "KING" COLE**
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A UNIVERSAL-INTERNATIONAL FEATURETTE

with **CHARLES DRAKE**
• JOSEPH SAWYER

by WILLIAM ALLAND • A UNIVERSAL INTERNATIONAL PICTURE

PARAMOUNT TRADE SHOWS

Monday, April 6, 1953

HAL WALLIS' Production
"SCARED STIFF"
 starring

DEAN MARTIN and JERRY LEWIS
LIZABETH SCOTT • CARMEN MIRANDA

with
GEORGE DOLENZ • DOROTHY MALONE • WILLIAM CHING

Directed by **GEORGE MARSHALL** • Screenplay by **HERBERT BAKER** and
WALTER DeLEON • Additional Dialogue by **ED SIMMONS** and **NORMAN**
LEAR • Based on a play by **Paul Dickey** and **Charles W. Goddard**

"JAMAICA RUN"
 starring

RAY MILLAND • ARLENE DAHL • WENDELL COREY

with
PATRIC KNOWLES • LAURA ELLIOT

Color by **TECHNICOLOR**

Written for the screen and directed by
LEWIS R. FOSTER

From a novel by **Max Murray** • A **Clarion Production**

CITY

PLACE OF SCREENING

ALBANY.....	FOX SCREENING ROOM, 1052 Broadway
ATLANTA.....	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.
BOSTON.....	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street
BUFFALO.....	PARAMOUNT PROJ. ROOM, 464 Franklin Street
CHARLOTTE.....	PARAMOUNT PROJ. ROOM, 305-7 South Church Street
CHICAGO.....	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue
CINCINNATI.....	FOX SCREENING ROOM, 1638 Central Parkway
CLEVELAND.....	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street
DALLAS.....	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway
DENVER.....	PARAMOUNT PROJ. ROOM, 2100 Stout Street
DES MOINES.....	PARAMOUNT PROJ. ROOM, 1125 High Street
DETROIT.....	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue
INDIANAPOLIS.....	PARAMOUNT PROJ. ROOM, 116 West Michigan Street
* JACKSONVILLE.....	FLORIDA THEATRES SCREENING ROOM, Florida Theo. Bldg.
KANSAS CITY.....	PARAMOUNT PROJ. ROOM, 1800 Wyondotte Street
LOS ANGELES.....	PARAMOUNT PROJ. ROOM, 1613 West 20th Street
MEMPHIS.....	PARAMOUNT PROJ. ROOM, 362 South Second Street
MILWAUKEE.....	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street
MINNEAPOLIS.....	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue
NEW HAVEN.....	PARAMOUNT PROJ. ROOM, 82 State Street
NEW ORLEANS.....	PARAMOUNT PROJ. ROOM, 215 South Liberty Street
NEW YORK CITY.....	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)
OKLAHOMA CITY.....	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue
OMAHA.....	FOX SCREENING ROOM, 1502 Davenport Street
PHILADELPHIA.....	PARAMOUNT PROJ. ROOM, 248 North 12th Street
PITTSBURGH.....	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies
PORTLAND.....	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue
ST. LOUIS.....	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street
SALT LAKE CITY.....	PARAMOUNT PROJ. ROOM, 270 East 1st South Street
SAN FRANCISCO.....	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.
SEATTLE.....	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.
WASHINGTON.....	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.

*

"SCARED STIFF" } will be shown in Jacksonville on April 7
 "JAMAICA RUN" }

Coast Probe

(Continued from page 1)

major circuits, Taylor said his company had instituted bidding voluntarily in this area, but had done so only on request in certain surrounding towns. He said all exhibitors get equal opportunity to bid for product and that, although basic policy is set in New York home offices, he and Western district manager George Smith decide on the acceptance or rejection of bids.

Homer Mitchell, of O'Melveny and Myers, a law firm representing several distributors, made a strong representation to the effect that consent decrees have established lawful procedure and distributors seek only to observe the law faithfully. Reviewing the local history of litigation throughout the years, he said, in agreement with some exhibitor witnesses, that the increase in the number of drive-ins had multiplied trade problems.

M-G-M district manager Tom Hespell gave testimony substantially paralleling Taylor's.

Guy Meek, Palo Alto exhibitor, told the committee he had gone to Washington to complain to the Justice Department concerning clearances given him, and in consequence M-G-M, RKO Radio and Universal had obligingly cut his availability from 53 to 31 days, 45 to 31, and 21 to 14, respectively.

Morris Pfaller, secretary-treasurer of Metropolitan Theatres Corp., testified that Warner Brothers refused to consider bids from anybody but United Paramount for "House of Wax," first-run here. He said the first-run situation hasn't been improved in the slightest since the consent decree, and came out for the establishment of an arbitration system to be administered by the Federal Trade Commission or the Justice Department.

MGM Wide-Screen

(Continued from page 1)

much of expense. No glasses are required. The process will assure the exhibitor a continuing flow of product, said Loew.

The panoramic screen, developed from experiments at the M-G-M studio, is larger in size than the conventional screen and requires a slight alteration in the aperture plate and a lens of proper focal length.

Screen dimensions at the Forum in Liege are 18 by 32 feet, which is an aspect ratio of 1-1.75. The process will be installed in other M-G-M theatres abroad.

Nominate Brien

(Continued from page 1)

was nominated to the board of trustees.

The annual election will take place at the April 30 meeting.

The nominating committee was composed of Gordon White, chairman, George Ettinger, Ray Gallagher, A. Raymond Gallo, Blanche Livingston, Burton E. Robbins and Vincent Trotta.

Delay Action

(Continued from page 1)

at a closed-door meeting of the full committee today. Members said that some opposition was expressed to portions of the bill, that several other members interested in the bill were absent, and that therefore the bill was put over until after the House returns from its Easter recess in mid-April.

Awards Tiein

(Continued from page 1)

some \$8,000,000 added revenue which can be attributed to the Academy Award presentations."

Kyle Rorex, executive director of Texas COMPO, announced that the "Texas COMPO Academy Award's Contest Package" would be available to exhibitors nationally at the production cost of \$48.50. The campaign will present a format for a contest designed to stimulate interest by offering prizes to patrons who ballot most nearly the correct Academy Award winners.

Plans call for the contest to begin next Jan. 15 and run through the night of the Award presentations. Rorex added that all orders for the package must be submitted before Dec. 1.

The package will consist of three special advance color trailers, 40-by-60's, streamers and pennants, standees, composite mats, balloons, usher badges, ballot blanks, copy for newspaper articles, copy for TV and radio spot announcements, radio transcriptions, in addition to a portfolio illustrating and explaining details of the campaign and contest.

The plan has been commended by Southwest exhibitor leaders Robert J. O'Donnell, Col. H. A. Cole, Edward H. Rowley, Claude C. Ezell, H. J. Griffith, Julius Gordon, and others. It was cited as representing institutional selling of the industry, giving effective audience participation, selling current attractions and stimulating interest in forthcoming pictures.

Cumulative Voting

(Continued from page 1)

be a point in Green's favor, as under that arrangement, stockholders are permitted to multiply their shares by the number of directors and vote the total for any one director. Thus, a relatively small minority can achieve representation on the board.

Green, however, did not appear to be concerned about the 20th-Fox move when questioned about it at a press conference here yesterday. He pointed out that in order to swing the change in the by-laws, a 51 per cent vote will be needed and he indicated that seemed hardly possible. Under cumulative voting, Green said he had enough votes now to put several persons of his own choice on the board. As to whether he represented a minority group, Green said that could not be ascertained until the votes were counted. Each stockholder, he said, is a minority in himself, but that, when organized, can be a majority.

SPG Unit

(Continued from page 1)

Epstein, Arthur Hornblow, Jr., Burt Kelly, Edwin Knopf, Harriet Parsons, William Perlberg, Aaron Rosenberg, Stanley Rubin, Maxwell Shane, Walter Wanger and Jules White.

Seven retiring members of the executive board are Brackett, Engel, Sidney Franklin, Hornblow, Jr., Knopf, Louis Lighton and Perlberg.

Remaining members of the board will be Buddy Adler, Pandro S. Berman, Samuel Briskin, Bryan Foy, Arthur Freed, Sol Lesser, Walter M. Mirisch, Sol C. Siegel, Joseph Sistrum, William C. Thomas, Jerry Wald, Carey Wilson, William H. Wright, Sam Zimbalist and Jesse L. Lasky, honorary member.

Tradewise...

By SHERWIN KANE

THE Senate Small Business Committee hearings in Los Angeles last week erupted into the public prints as distastefully as a family quarrel conducted in the market place. And to what purpose?

Committee members indicated that, after holding further hearings in Washington next week, they may make recommendations to the Department of Justice and Federal Trade Commission.

From news reports of the Los Angeles hearings, the Justice Department took as bad a beating for the industry consent decree from the committee's witnesses as did those perennial malefactors, the distributors.

Thirteen years of industry-government litigation imposed financial and operational burdens on the industry to which many of the present ills of which some exhibitors complain are directly attributable. And the results of that interminable litigation, now become the law, are resented by many exhibitors, small and large.

Yet there are those willing to

(Continued on page 2)

N.Y. Times Warmly Commends Westerns

Fifty years of Western motion pictures—from "The Great Train Robbery" in 1903, to George Stevens' Paramount production, "Shane," in 1953—was the subject of a two-page pictorial lay-out and feature in the New York Times Sunday magazine of yesterday.

Entitled "50 Years Going That-a-Way," the magazine pointed out that "the appeal of Westerns lies in their adventure, their magnificent outdoor settings, their sheer physical move-

(Continued on page 6)

MGM Moves Moses To Austin's Post

Judson Moses, who has been M-G-M press representative in Atlanta for the past year, has been promoted to division press representative, succeeding Emery Austin, who was recently promoted to the home office as exploitation assistant to Dan S. Terrell. Moses will have under his supervision Tom Baldrige, Tom Harper and Jack Weiner. Baldrige, who is stationed

(Continued on page 6)

'Pan' Playing in 2 'Cincy' Runs at Regular Prices

CINCINNATI, April 5. — Exhibitor resistance to the demand for advanced admission prices on top pictures has flared into the open here with the showing of Walt Disney's "Peter Pan" at the Twin Drive-in and Westwood theatres at regular admission prices, playing day-and-date with RKO circuit houses which are charging increased prices.

Rube Shor, who operates the Twin and Westwood, announced his plan to charge regular admissions in newspaper advertisements, which appeared on the same page with the RKO sub-

(Continued on page 6)

De Bra Sees Union of 3-D and Wide-Screen

CAMBRIDGE, Mass., April 5.—A prediction that motion picture audiences may eventually see films on giant, panoramic screens and in genuine three dimensions at the same time, was made here by Arthur H. DeBra, director of community and exhibitor relations of the Motion Picture Association of America in New York.

DeBra was one of the guest speak-

(Continued on page 2)

10 from Para. In 4 Months

A schedule of release for 10 Paramount productions during the four-month period from April to July was disclosed here at the weekend by A. W. Schwalberg, president of Paramount Film Distributing Corp.

At the same time, Schwalberg revealed the temporary postponement of release of two previously announced films in the expectation that they would be made available for Paramount's wide-screen Paravision process. The two pictures are "Shane" and "War of the Worlds." The postponement, Schwalberg stated, "was prompted by the gigantic strides which have been made by Paramount research technicians and engineers in

(Continued on page 6)

Hitchcock to Film WB's 'M' in 3-D

HOLLYWOOD, April 5.—Alfred Hitchcock's next picture will be "Dial M for Murder" and will be filmed in Warner Brothers' three-dimensional system and in WarnerColor, Jack Warner, vice-president in charge of production, disclosed here.

Warner in making the announcement again expressed his confidence in the 3-D future of the motion pic-

(Continued on page 2)

Zanuck Sees Green Suit As Reprisal

20th 'V-P' Says Skouras Only Qualified Head

HOLLYWOOD, April 5.—Darryl F. Zanuck, 20th Century-Fox production vice-president, said here at the weekend that he had no desire to



Darryl F. Zanuck

be president of the company, as offered by Charles Green in the event that the latter should gain control as a result of his current proxy fight. The presidency of any motion picture company, Zanuck said, must be occupied by a qualified executive who has

had long experience in theatre opera-

(Continued on page 6)

112 More Orders For CinemaScope

Central States, Skouras, Interstate and other circuits and independent theatres have placed orders for 112 additional units of CinemaScope, 20th Century-Fox announced at the weekend.

Myron N. Blank of Central States, Des Moines, has applied for 34 units. In New York, Spyros Skouras, Jr., of Skouras Theatres, has applied for 30 to 35; Jack Rose of the Elkhart Amusement, Chicago, has applied for seven, while Malcolm C. Green, Inter-

(Continued on page 6)

Chi. Drive-Ins' 3-D Light Less Bright

CHICAGO, April 5.—Reports on the showing of "Bwana Devil" at the Twin and Morton Grove Drive-ins just outside Chicago indicate that the picture, although satisfactory, was not as bright, nor as clear as in most of the indoor theatres. Both of the outdoors use Brenker A-4 super intensity lamps and pulled 185 amperes with National 13.6 by 22 hi-tax positive and 1½ by nine heavy duty carbons.

The lenses are 3.5 with a throw of

(Continued on page 2)

Allied 'Arming' for Senate Hearings; Sets 3-D Program

WASHINGTON, April 5.—Allied will be well represented and fully armed with information at the forthcoming Eastern hearings on trade practices called by the Senate Small Business Committee. Although the time and place have not been designated, it is believed that the sessions will be held in Washington in late April. Plans for the hearings were discussed at the recent Allied board of directors' meeting in Milwaukee where the association's strategy was mapped out.

Meanwhile, Allied's board has decided to continue holding a separate annual national convention for drive-in theatre operators.

General counsel Abram F. Myers announced that this was decided at the board meeting, and that the board had awarded the 1954 drive-in convention to the Independent Theatre Owners of Ohio and West Virginia Allied Theatres' Association, as joint managers. The convention will be held at the Netherlands-Plaza Hotel in Cincinnati next Feb. 15-17, next year.

"While it is obvious," he declared,

(Continued on page 2)

Remove 2% Film Tax In Tennessee

Nashville, April 5.—A measure removing the two per cent sales tax on the rental of films has been passed and signed by the governor.

Meanwhile, a number of measures affecting theatres have been introduced in the state legislature. One would require that "theatres, motion picture and other shows subject to the state's gross receipts tax file reports and pay taxes by the 20th of the month."

Personal Mention

WALT DISNEY will arrive in New York tomorrow from Hollywood for a three-day visit before flying to London.

JACK L. WARNER, production vice-president of Warner Brothers, who was scheduled to arrive here from the Coast over the weekend, has postponed the trip indefinitely.

HERBERT YATES, Republic president, is due in New York today or tomorrow from Great Britain.

ALAN BARNETT, treasurer of Barnett International Forwarders, will leave here on Wednesday for Europe aboard the *S.S. Queen Elizabeth*.

BEN HALPERN of United Artists' home office foreign publicity staff, and **MRS. HALPERN** announce the birth of a daughter, **AMY CELIA**, on Thursday at Lenox Hill Hospital here.

Chi. Drive-ins

(Continued from page 1)

roughly 400 feet and the screens, roughly 60 by 45 feet, were treated with a special paint supplied by Bob Gardiner of Gardiner Theatre Supplies to the drive-ins. Gardiner claims that the paint, for which he has filed a patent application, is suitable for the showing of regular films as well as three-dimensional subjects. Other paints supposedly suitable for 3-D are being offered by theatre supply companies, but an interesting experiment with a new material, aluminum sheeting, was tried last week in an experiment at the Blue Mound Drive-in, Milwaukee, and is reported to have given a more even light and picture than the painted surface at the Twin and Morton Grove.

DeBra Sees

(Continued from page 1)

ers on Friday at the Harvard Law School Forum here. Describing the extensive preparations being made by the motion picture industry for the introduction of 3-D and wide-screen systems, he said that the two systems are not incompatible.

The forum audience also saw a demonstration of 3-D films produced by Floyd Ramsdell, engineer and inventor of the 3-D process of the Stereo Corp., of which he is president. In addition to test shots demonstrating the principles of 3-D photography and projection, Ramsdell's stereo-surgical motion picture was shown.

Hitchcock

(Continued from page 1)

ture screen. The picture, based on the stage play of the same title, will be filmed with the WarnerPhonic sound system first used in WB's "House of Wax." A script for the film is now being prepared and production will start in the near future, it was added.

Shortage of 3-D Projector Magazines More Acute; Theatres Bicycle Them

The shortage of magazines to hold the large 3-D film reels is becoming even more acute because of the lack of materials, according to equipment men here. While various companies are planning to go into production on the magazines, as of now only one firm, the Wenzel Projector Corp. of Chicago, is making them.

An example of the shortage was in evidence here recently when Loew's Lexington Theatre loaned the Palace in Orange, N. J., its magazines. The Claridge Theatre in Montclair, N. J., borrowed magazines from the Roxy here, which, although equipped for 3-D, has not yet used the equipment. The Lexington-Palace switch was a case of reciprocity, the Palace having loaned its 3-D screen to Loew's State for the "Bwana Devil" run.

There also is a shortage of polarized plastic screens, it was said. The Walker Screen Co., which makes an all-purpose screen that can be used for three-dimensional, conventional and television pictures, is working at capacity but cannot keep up with the orders, it was stated.

Allied 'Arming' for Hearing

(Continued from page 1)

"that drive-ins and conventional theatres have common problems involving prices and availability of film, the transition to 3-D, taxation and legislation, the board recognizes that drive-in operators also have their separate interests and problems due to differences in their manner of operation and the accent put on the concession end of their business.

"The board concluded that in working out common problems, both classes of exhibitors should belong to and cooperate within the established Allied regional associations. Drive-ins always have been and will continue to be welcome at the annual Allied national convention, where film problems receive major attention. In addition, the board felt that Allied can render an important service by holding each year, at a more convenient time, a national drive-in convention similar to the highly successful one held in Milwaukee last week."

Allied also has called on film companies to agree on a standard and economical 3-D process and to make this method available to all classes of theatres. The board said it was disturbed by reports that the different companies were pushing different processes and that they would restrict 3-D equipment to large city showcase theatres.

The board's statement on 3-D films started off by declaring that "the most immediate and dangerous threat to the vast majority of theatres, including the subsequent-run, neighborhood and small town theatres" consists of two factors: first, "the persistence of the several film companies in producing depth pictures by different processes or systems, thus requiring the theatres, in order to play such pictures, to buy and install different kinds of projection equipment which they could not afford even if available"; and second, an alleged policy of the companies to "restrict such pictures and the equipment for projecting the same (when controlled by the film companies) to a limited

number of showcase theatres in large cities."

"The board of directors," the Allied resolution said, "therefore calls upon producers and distributors to adopt, at the very earliest time, a standard process or system for achieving third dimension or creating an illusion thereof that will be suitable for and within the means of the greatest possible number of theatres, and, to the extent that the film companies control such standard equipment, that they make it available to all classes of theatres."

The statement concluded by directing Allied's committee on television and 3-D to do all it could to achieve this goal. Specifically, the committee was told to "establish and maintain liaison with the film companies and equipment manufacturers and dealers in this vitally important matter; offer to those interests such suggestions and cooperation as may be acceptable in solving current problems in the interest of all classes of theatres; explore the possibility of increasing and speeding the production of theatre equipment by interesting other manufacturers wherever patent rights are clear or can be cleared; and report progress to the board from time to time through Washington headquarters."

Allied to Hold 1954 Conclave in Washington, Nov. 15-17

WASHINGTON, April 5.—Allied's 1954 national convention will be held at the Shoreham Hotel here, on Nov. 15-17, general counsel Abram F. Myers announced.

The convention will be staged jointly by Allied Independent Theatre Owners of Eastern Pennsylvania and Allied Motion Picture Theatre Owners of Maryland.

4 More Chi. Theatres Join Illinois Allied

CHICAGO, April 5.—Four more theatres—the Downtown McVickers, the near north side Newberry, the outlying Byrd, and suburban Normal—have joined Allied Theatres of Illinois, it was announced here at the weekend

Tradewise...

(Continued from page 1)

take the stand, unhampered by laws of evidence and proof, and at the cost of national publicity adverse to their own and the industry's interests, invite more of the same!

Isn't this where most of us came in, in 1938?

Charles Green, leader of the 20th Century-Fox proxy fight, displayed a startling lack of knowledge of the motion picture industry in many of the statements made at the press conference he called last week.

Perhaps realizing that himself, he was quick to disclaim any desire to have an executive post in the company should his campaign succeed. All he wants is control of the company and adequate representation on the policy-making level.

Given that, he implied, there would be less chance of stockholders being subjected to the vagaries of stock market quotations. Any desired executive ability would be obtainable at his price, not at the price a competitor might be willing to pay for the same men. Stockholders and their parties of friends visiting Hollywood would be welcomed on the stages at any time. Technical developments, unproved and not even heard of yet, would be discovered, introduced and exploited ahead of all competition. Some inner sense would tell him which were not worth backing.

And it should interest the industry to know that, according to Green, television has had nothing to do with the adverse box-office trend of recent years. It was all the fault of the 20th-Fox board of management.

382 More Dates For IFE's 'Anna'

With a total of more than 382 playdates set for April, "Anna" is on its way to establishing a new playdate record for an imported film, it was claimed at the weekend by Bernard Jacon, sales vice-president of Italian Films Export Releasing Organization.

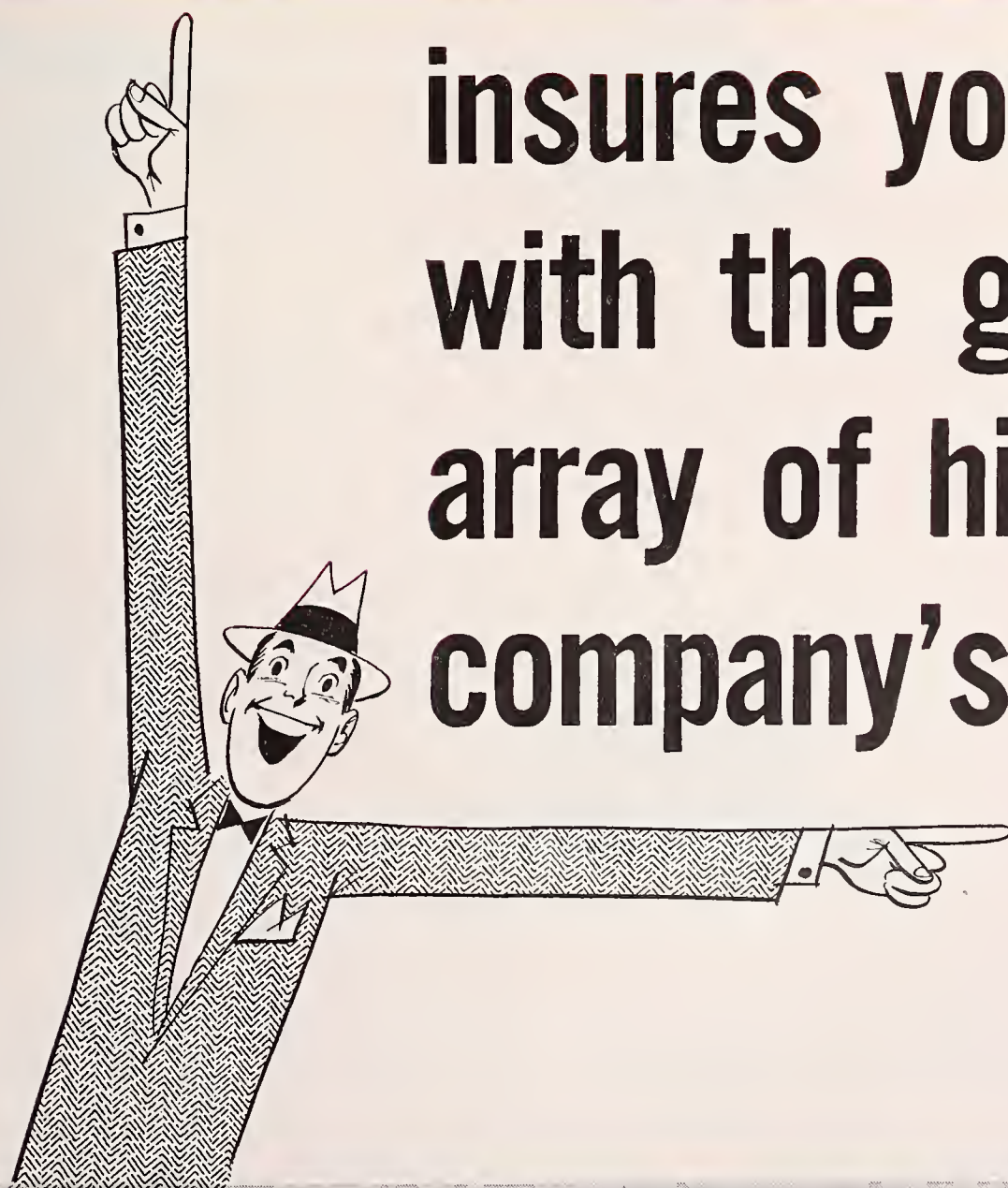
The American-language IFE release will have played a total of more than 596 engagements by the end of April, it was stated. "The speed of the playoff is due to a great extent on the eagerness of top circuits to book the picture," it was explained.

by Jack Kirsch, Allied president.

The addition of the Downtown McVickers, now solely owned by Jones, Linick, and Schaefer after their having bought out Balaban and Katz's interest in the house, brings the number of loop theatres in Allied to five, the others being the Clark, Monroe, Telenews, and Today.



20th's POLICY OF CONFIDENCE



insures your future
with the greatest
array of hits in our
company's history!



SEE THEM NOW! DAT ... START PLANNIN

Sensation of the Industry!



Ernest Hemingway's
THE SNOWS OF KILIMANJARO

Technicolor

starring
GREGORY PECK SUSAN HAYWARD AVA GARDNER

Produced by Darryl F. Zanuck • Directed by Henry King

Destined to outgross "The Frogmen"!



DESTINATION GOBI

Technicolor

starring
RICHARD WIDMARK • DON TAYLOR

Produced by Stanley Rubin • Directed by Robert Wise

Smashing records everywhere!



Irving Berlin's
CALL ME MADAM

Technicolor

starring
ETHEL MERMAN • DONALD O'CONNOR
VERA-ELLEN • GEORGE SANDERS

Music and Lyrics by IRVING BERLIN
Produced by Sol C. Siegel • Directed by Walter Lang
Based on the Musical Comedy "Call Me Madam"
by Howard Lindsay and Russel Crouse

The year's top suspense thriller!



MAN ON A TIGHTROPE

starring

FREDRIC MARCH • TERRY MOORE
GLORIA GRAHAME • CAMERON MITCHELL

Directed by Elia Kazan • Screen Play by Robert E. Sherwood
Produced by Robert L. Jacks

Unusual! Off-the-beaten-path entertainment!



INVADERS FROM MARS

photographed in COLOR

starring
HELENA CARTER • ARTHUR FRANZ
JIMMY HUNT

An Edward L. Alperson Production
Released by 20th Century-Fox

In the boxoffice tradition of "The Desert Fox"!



THE DESERT RATS

starring

RICHARD BURTON • ROBERT NEWTON
with Robert Douglas • Torin Thatcher
and JAMES MASON

Produced by Robert L. Jacks • Directed by Robert Wise

Get set for "Snows of Kilimanjaro" grosses!



WHITE WITCH DOCTOR

Technicolor

starring
SUSAN HAYWARD • ROBERT MITCHUM

Produced by Otto Lang • Directed by Henry Hathaway

Today's new fighting man ...in action!



THE GLORY BRIGADE

starring

VICTOR MATURE

Produced by William Bloom • Directed by Robert D. Webb

Grand-slam family entertainment!



KID FROM LEFT FIELD

starring

DAN DAILEY • ANNE BANCROFT
LLOYD BRIDGES • BILLY CHAPIN

Produced by Leonard Goldstein • Directed by Harmon Jones

SEE THEM NOW!... BOOK YOUR CAMPAIGNS!

Making boxoffice history!



TONIGHT WE SING

Technicolor

starring

EZIO PINZA • ROBERTA PETERS

TAMARA TOUMANOVA • ANNE BANCROFT

ISAAC STERN • BYRON PALMER • DAVID WAYNE

And the Voice of JAN PEECE

Produced by George Jessel • Directed by Mitchell Leisen

*One of the greatest
love stories of our time!*



Irving Stone's

THE PRESIDENT'S LADY

starring

SUSAN HAYWARD • CHARLTON HESTON

Produced by Sol C. Siegel • Directed by Henry Levin

As big as its title!



TITANIC

starring

CLIFTON WEBB • BARBARA STANWYCK

ROBERT WAGNER • AUDREY DALTON • THELMA RITTER

with BRIAN AHERNE and RICHARD BASEHART • Produced
by Charles Brackett • Directed by Jeon Negulesco

You'll fall in love with her!



THE GIRL NEXT DOOR

Technicolor

starring

DAN DAILEY • JUNE HAVER

DENNIS DAY

Produced by Robert Bossler • Directed by Richard Sale

High Tide of Western Adventure!



POWDER RIVER

Technicolor

starring

RORY CALHOUN • CORINNE CALVET

CAMERON MITCHELL

Produced by Andre Hokim • Directed by Louis King

A big one with a real wallop!



PICKUP ON SOUTH STREET

starring

RICHARD WIDMARK • JEAN PETERS

THELMA RITTER

Produced by Jules Schermer • Directed by Samuel Fuller

Another musical smash!



Howard Hawks'

GENTLEMEN PREFER BLONDES

Technicolor

starring

JANE MARILYN CHARLES

RUSSELL • MONROE • COBURN

Produced by Sol C. Siegel • Directed by Howard Hawks

*Fabulous adventure
on the high seas!*



C. S. Forester's

SAILOR OF THE KING

starring

JEFFREY MICHAEL WENDY
HUNTER • RENNIE • HILLER

Produced by Frank McCarthy • Directed by Roy Boulting
Based on the Novel "Brown On Resolution."

There's No
Business Like
20
Century-Fox
Business!



Zanuck Sees

(Continued from page 1)

tion, distribution, foreign relations and in the field of public welfare.

"It would be difficult for me to contemplate working effectively as the vice-president in charge of production with anyone less experienced or qualified than Mr. Skouras," Zanuck said. "I explained this very clearly and emphatically to Mr. Green at the one and only meeting he had with me."

In commenting on the suit brought in New York by Green against himself and president Spyros P. Skouras, as well as others in the management of 20th-Fox, Zanuck said that a complete court answer would be filed as soon as a study can be made of Green's charges.

Zanuck pointed out, however, that the suit followed his rejection of Green's statement to the effect that if Green won his proxy fight for the control of the company, he would support Zanuck for the presidency. Zanuck's statement, in answer to Green's charges follows:

"So far as I can see, Mr. Green's suit could only be actuated by a desire of reprisal because Spyros Skouras and I have refused to become accomplices to his efforts to seize control of the 20th Century-Fox Corporation.

"On March 26, 1953, at a regular meeting of the Customers-Brokers Association in New York City, Mr. Charles Green announced that he was intending to launch a proxy fight for the control of 20th Century-Fox. Mr. Green also announced that he had offered the presidency of the corporation to me if he obtained control.

"I am flattered that anyone should think me capable of exercising the duties of the presidency of a corporation as important as 20th Century-Fox. However, it is difficult for me to understand why Mr. Green can find logical or justifiable reasons for unseating the present executive management of the corporation and in the same breath advocate me as his choice for the presidency.

"I am at present the vice-president in charge of production for the corporation and thus am an integral part of the executive administration that Mr. Green is endeavoring to unseat.

"Once before I was offered the presidency of 20th Century-Fox. Mr. Winthrop Aldrich, chairman of the board of directors of the Chase National Bank, selected me for this important post. I told Mr. Aldrich that I was primarily a producer of motion pictures and not qualified to occupy the role of the presidency. I suggested Mr. Spyros Skouras as being the best qualified and experienced individual in the motion picture industry to serve in this capacity. My recommendation was endorsed by the late Mr. Wendell L. Willkie (then chairman of the board).

"I want to make it very clear that the opinion I held of Mr. Spyros Skouras at that time, I hold at the present time."

CinemaScope

(Continued from page 1)

state Theatre Corp. Boston, has ordered between 25 to 28 units.

Also, Ed. P. Ortte, Legion Theatre, Gulfport, Miss.; Albert Sottile, Gloria Theatre, Charleston; Ralph S. Pasho,

Review

"Law and Order"

(Universal)

PRODUCED on a large scale, with a good plot and competent cast and in color by Technicolor, "Law and Order" is a top-ranking Western. As such, it should draw the customers in any situation that is partial to Westerns.

Ronald Reagan plays the fast, resourceful marshal, who after a long gunman-capturing career decides to hang up his badge, settle down on a farm and marry pretty Dorothy Malone. And so, along with his two brothers, Alex Nicol and Russell Johnson, he goes off to another town and a new life on a ranch. Unfortunately the new town is under the crooked dominance of Preston Foster, an old enemy of Reagan's. The latter's insistence upon living peacefully causes him to overlook many breaches of law, until finally his own brother is killed by Foster's henchmen. That does it and again Reagan dons the marshal's badge.

The picture has adroit portions of action and development and good outdoor scenes to please the eye. Reagan's struggle to clean up the town is a difficult one, especially since his own brother becomes a criminal after killing an outlaw in self-defense. Along with the romantic angle involving Reagan and Miss Malone, there is another involving the brother and Ruth Hampton.

The screenplay, devised by John and Owen Bagni and D. D. Beauchamp, builds to a climax where Reagan is confronted with the dilemma of carrying out his duty at the peril of his brother. A further bit of gunplay and fisticuffs ensues before the happy solution arrives. John W. Rogers produced and Nathan Juran directed.

Others in the cast are Barry Kelly, Chubby Johnson, Dennis Weaver, Jack Kelly, Richard Garrick, Don Gordon and Don Garner.

Running time, 80 minutes. General audience classification. For May release.

Hundreds in Tribute Reserves Decision To Louis Frohlich On Luxor Petition

Several hundred film executives and members of the bar were among those who paid tribute to Louis D. Frohlich of the law firm of Schwartz & Frohlich at Park West Memorial Chapel here on Friday.

Frohlich, whose firm is counsel for Columbia Pictures, Fabian Theatres, American Society of Composers, Authors & Publishers, as well as numerous show business figures, died last week following an operation. Former New York Supreme Court Justice Ferdinand Pecora, now counsel to the Schwartz & Frohlich firm, gave the eulogy at the funeral services. Burial was at Kensico, N. Y.

Among those at the services were: Jack Cohn, A. Montague, Murray Silverstone, James A. Mulvey, Paul O'Brien, Adolph Schimel, Edward Raftery, Abe Schneider, Sherwin Kane, George Raftery, Otto Harbach, J. Robert Rubin, Richard Murray, Arthur Kelly, and numerous others in addition to members of the family and the associates of the deceased, Charles Schwartz, Arthur Schwartz, David Fogelson, Irving Moross and Herbert Jacoby.

Commends Westerns

(Continued from page 1)

ment, their recollections of the pioneer days of America's past, their sense of danger which removes an audience from its humdrum modern existence. Today they account for 25 per cent of all the footage filmed in Hollywood, which has an estimated \$20,000,000 tied up in their production. However much some westerns depart from formula, hardly one will omit that vital fist fight."

Salem Playhouse, Naugatuck; Tower and Carroll theatres, Waterbury, Conn.; Bert Schoonmaker, World, Toledo, and Phil Bloomberg, Orpheum, Danvers, Mass., one CinemaScope unit each.

10 from Para.

(Continued from page 1)

the development of Paravision, which offers vastly improved viewing and projection techniques."

Schwalberg, who last week saw the first demonstration of Paravision at Paramount studios in Hollywood, added that "we are now setting up a complete and fully-rounded promotion and selling program to help exhibitors sell this thrilling innovation in entertainment to the public."

Revised Paramount release schedule, as announced by Schwalberg, now is:

APRIL: "Off Limits," starring Bob Hope, Mickey Rooney, Marilyn Maxwell and Eddie Mayehoff; "The Girls of Pleasure Island," in color by Technicolor, starring Don Taylor, Leo Genn and Elsa Lanchester.

MAY: Release of Cecil B. DeMille's "The Greatest Show on Earth"; "Pony Express," Technicolor, starring Charlton Heston, Rhonda Fleming, Forrest Tucker and Jan Sterling; and special pre-release engagements of "Sangaree," 3-D production in Technicolor, starring Fernando Lamas and Arlene Dahl.

JUNE: "Jamaica Run," Technicolor, starring Ray Milland, Arlene Dahl and Wendell Corey; "The Vanquished," Technicolor, starring John Payne, Coleen Gray and Jan Sterling; "Scared Stiff," starring Dean Martin, Jerry Lewis, Elizabeth Scott and Carmen Miranda.

JULY: "Houdini," Technicolor, starring Tony Curtis and Janet Leigh; "Stalag 17," starring William Holden, Don Taylor and Otto Preminger.

After July, Paramount will also have available for release a lineup of product which includes: "Forever Female," starring Ginger Rogers, William Holden and Paul Douglas; "Arrowhead," Technicolor, starring Charlton Heston and Jack Palance; "Roman Holiday," Technicolor, starring Gregory Peck and Audrey Hepburn; "Little Boy Lost," starring Bing Crosby, Claude Dauphin, Nicole Maurey and Christian Fourcade; "Here Come the Girls," Technicolor, starring Bob Hope, Arlene Dahl, Rosemary Clooney and Tony Martin.

Also: "Botany Bay," Technicolor, adapted from the novel by Charles Nordhoff and James Norman Hall, starring Alan Ladd, James Mason and Patricia Medina; "The Caddy," Dean Martin-Jerry Lewis; "Those Sisters from Seattle," and "Red Garters," second and third three-dimensional Paravision Technicolor films on the company's schedule, and "Elephant Walk," Technicolor film adaptation of the novel by the same title, starring Elizabeth Taylor and Dana Andrews.

MGM Moves Moses

(Continued from page 1)

at Washington, will continue to handle that territory and Charlotte; Harper will be located at Jacksonville and also handle Atlanta, taking up Moses' old duties; Weiner, with headquarters at New Orleans, will continue to have Memphis in his operations.

M-G-M also made known changes in the field staff.

In the Eastern division, Thomas M. Hopkinson has been added to the staff for Buffalo and Albany. Al Golin, who has been covering Des Moines, has been transferred to Pittsburgh, and Art Katzen succeeds Golin in Des Moines. Kevin Genther has been added to the Southwestern staff and will handle Dallas and Oklahoma.

Judge Edward Weinfeld of Federal Court here reserved decision on Friday on the petition of J. J. Theatres for an injunction against 20th Century-Fox to halt alleged discrimination against the Luxor Theatre in the Bronx.

J. J. Theatres, which operates the Luxor, filed for an injunction after losing a \$3,079,000 anti-trust suit, which charged that defendant distributors favored the Skouras Plaza over the Luxor in playing time.

'Pan' Prices

(Continued from page 1)

sequent-run ads. At the Twin, children under 12 years of age are admitted free. Adult admissions are 50 cents at the Westwood. The RKO theatres are charging \$1.00 top.

The Twin is a downtown drive-in, located in almost the center of the business district. It has a car capacity of 1,742.

Cincinnati Action May Start National Campaign

Some subsequent-run exhibitors in the New York area indicated here at the weekend that the action of Rube Shor in charging regular admission prices for "Peter Pan" in Cincinnati may lead to a national campaign directed to the public. New Jersey theatre men said that they had not yet been quoted terms on the Walt Disney feature and, therefore, the subsequent-runs could not play the picture on availability until terms are submitted.

Kaye to Close at Palace on April 26

Danny Kaye, who opened at the RKO Palace here on Jan. 18, will wind up his engagement on April 26. Kay has had his engagement extended three times, but due to motion picture commitments another extension has been ruled out.

Easter Brings Top Grosses To Broadway

**'Moon,' 'Madam,' 'Salome,'
'Rouge' Lead Parade**

Robust business returned to Broadway this week with the advent of the Easter holidays. Children, who are currently enjoying a week's vacation from school, flocked to such attractions as "By the Light of the Silvery Moon" at Radio City Music Hall and "Call Me Madam" at the Roxy.

Also doing excellent business were "Moulin Rouge" at the Capitol, "Hans Christian Andersen" at the Criterion, and "Salome" at the Rivoli.

A sturdy \$173,000 is forecast for the second week of "By the Light of the Silvery Moon" at the Hall, which also features its traditional Easter stage show. At the Roxy, a big \$130,-

(Continued on page 5)

2d Exchange Pact Tour

Members of the distributors' exchange operations committee will start their second swing around the country next week in connection with negotiating new contracts for front and back office exchange personnel. The committee, headed by Tom Murray of Universal, has visited each of the exchange cities in the U. S. for preliminary discussions on the renewal of existing pacts.

No agreements were reached in the

(Continued on page 2)

Ohio Censor Bill Hearing April 20

Columbus, O., April 6.—A hearing on State Senator Charles A. Mosher's bill for the elimination of the state censorship law has been set here for the evening of April 20 and all day April 21.

Manning (Tim) Claggett of the Motion Picture Association of America and Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, have been touring the state lining up support for the repeal measure.

3-D, Stereophonic Sound, CinemaScope Orders Boom

With 20th Century-Fox announcing 118 additional installation orders for CinemaScope yesterday, the rush for 3-D equipment and stereophonic sound continues to snowball throughout the country.

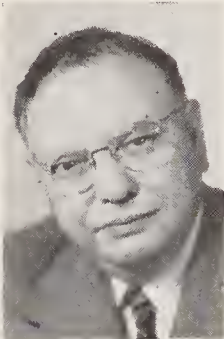
Balaban and Katz has installed three-dimensional equipment in nine Chicago theatres and in 17 downstate houses, although B and K is "giving serious consideration to all other developments," according to general manager Dave Wallerstein. However, the circuit has made no definite commitments beyond the 3-D equipment already installed.

James E. Coston has placed orders for stereophonic sound in three of his Chicago houses and one in suburban Berwyn. Standard Theatres has placed orders for 18 stereophonic sound units in the Chicago area. Meanwhile, 11

(Continued on page 2)

William German Heads JDA Division Here

William German, president of W. J. German, Inc., has accepted the chairmanship of the amusement industry's drive on behalf of the 1953 Joint Defense Appeal (JDA) campaign, it was announced by Leon Goldberg, vice-president and treasurer of Universal Pictures and associate chair-



William German

man of the trades division of JDA.

See Col. System as Uniformity Step

HOLLYWOOD, April 6. — The first definite trend toward standardization of aspect ratios in wide-screen systems is manifested in Columbia's announcement that its Vitascope system is based on a 1.85-1 ratio. That is the same ratio Universal demonstrated last week as being, in Universal's opinion, most practicable for use in exhibiting standard product already filmed and awaiting release.

Paramount's big-screen system uses a 1.66-1, and M-G-M's overseas sys-

(Continued on page 2)

No Magic-Vuers for Theatres Until July

National Theatre Supply Co., which is handling the distribution of Magic-Vuers, polarized glasses for 3-D pictures, will be unable to supply theatres with the viewers until July, although distributors are being serviced with them for use in connection with their bookings. W. J. Turnbull, vice-president and sales manager of National Theatre Supply, said here yes-

(Continued on page 2)

Newbery Takes Over As Rep. Sales Head

Bruce Newbery, recently appointed Republic Pictures general sales manager, arrived in New York by plane yesterday from London, where he has been managing director for Republic for the past several years. Newbery will take up his new duties at the Republic home office here today.



Bruce Newbery

Also arriving here yesterday from a European tour were H. J. Yates,

(Continued on page 5)

Hearings on Foreign Revenue Tax Starts

Hearings on efforts by the City of New York to collect a tax on 20th Century-Fox's gross receipts from foreign distribution were held yesterday, but sessions were confined mainly to the filing of evidence.

The city seeks to collect 1.1 per cent on revenue from international subsidiaries for 1946 and 1947 and ½ of one per cent for 1948. While 20th-Fox is being specifically singled out in the current hearings, it is understood that other companies will be brought into the tax situation.

Another tax effort by the city is one

(Continued on page 5)

Shor Rebuffs Disney on 'Pan' Prices

**'Cincy' Exhibitor Says
His Contract Is Valid**

Despite warnings by Walt Disney Productions against the showing of "Peter Pan" at the Twin Drive-in and Westwood theatres in Cincinnati at regular admission prices and free admission to children under 12 years of age at the outdoor theatre, Rube Shor, owner of the two theatres, has challenged the Disney organization to force him to increase his prices. Shor, in a telegram to Disney, insisted on the performance of his contract "as written."

In answer to a telegram from Disney, in which the latter warned of

(Continued on page 5)

U.K. Remains Wary of 3-D

By PETER BURNUP

LONDON, April 6. — The industry here continues wary of 3-D and its place in the future of the industry. New evidences of the cautious attitude appeared on several fronts here during the past few days.

The British Film Producers Association

(Continued on page 2)

Board Chairman of Okla. Allied Resigns

Tulsa, Okla., April 6.—R. V. McGinnis, founder of the new Allied Theatre Owners of Oklahoma unit, has resigned as chairman of the board and national director of the organization, due to dissension within its ranks.

A week ago, Morris Loewenstein, founder and president for 30 years of the Theatre Owners of Oklahoma, resigned his post when Video Independent Theatres took membership in the new Oklahoma Allied unit, in addition to its membership in the Theatre Owners of America affiliate here. A special meeting of the board, however, prevailed upon Loewenstein to withdraw his resignation.

Personal Mention

ALFRED CROWN, RKO Radio foreign manager, and ROBERT WOLFF, managing director for Great Britain, have arrived in New York from Europe.

ALFRED H. TAMARIN, United Artists assistant national advertising-publicity director, and MORT NATHANSON, publicity manager, have left here for one-week vacations, TAMARIN to Key West and NATHANSON to Virginia.

MIKE SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will attend the Independent Theatre Owners of Ohio convention in Columbus, today and tomorrow.

MAURICE BERGMAN, Universal public relations executive, is attending the Independent Theatre Owners of Ohio convention today in Columbus.

HAROLD WIRTHWEIN, Allied Artists Western sales manager, returned to Hollywood yesterday from Omaha, Des Moines and Denver.

FRED RAPHAEL, manager of the Walt Disney Music Co., will sail from here for Europe tomorrow aboard the S.S. *Queen Elizabeth*.

NORMAN H. MORAY, Warner Brothers sales head for short subjects, is on the Coast from New York.

B. G. KRANZE, United Artists general sales manager, has returned to New York from a two-week Southern tour.

New Coast Suit Filed Vs. Hughes

LOS ANGELES, April 6.—Attorneys for Milton Friedman, identified as the owner of 1,000 shares of RKO Pictures stock, filed suit in Federal Court here today asking Howard Hughes to pay \$1,000,000 to the film company. The charge is that Hughes made over that sum in profit from the forfeiture of the Ralph Stolk group.

Exchange Pact Tour

(Continued from page 1)

first tour of the companies' exchanges. Unions representing the exchange workers are asking wage increases ranging from 25 to 40 per cent, plus new provisions regarding severance pay and vacations.

No Magic-Vuers

(Continued from page 1)

terday that its current stock had been sold out to film companies, which will distribute the disposable glasses on a non-profit basis until the supply becomes more plentiful.

The Magic-Vuers are made by the Polacoat Corp. of Cincinnati.

Polaroid Corp. Files Vs. U.K. Wary

(Continued from page 1)

ciation, after deferring consideration of 3-D at last month's meeting of the association's council, took up the subject last week and heard a report by Associated British Pictures Corp.'s Robert Clark, recently returned from examining 3-D systems in the U. S.

BFPA limited itself to a two-sentence statement following the meeting: "The members were extremely interested but cautious. After a short discussion it was decided to adopt a wait-and-see policy."

Similar caution was evidenced by J. Arthur Rank in a talk at Limerick, Ireland. He said that 3-D films are not yet fully developed despite American claims. Further development is necessary before they can be shown on a commercial scale, he said. But he believes that this will be accomplished in time.

John Davis, Rank's aide, was even more reticent on his return here from Hollywood and New York where he, too, examined various new systems. His attitude, like most others' on this side, is best described as "interested but cautious."

Meanwhile, after two weeks of outstanding business for "Bwana Devil" in London, Leeds, Birmingham and Glasgow, business has begun to drop off. Although the box-office still is above average, the novelty appeal has not lasted as long here as in the U. S. General release of the picture is indefinite because of the short supply of polaroid viewers here.

During the past weekend, Capital & Provincial News Theatres, operating some 25 houses in various parts of the country, offered a four-minute Stereo-Techniques reel of Queen Mary's funeral procession. The picture has been flown to Sol Lesser for possible screening in the U. S.

The newsreel circuit recently announced that it will include a 20-minute 3-D sequence in all future programs.

Brahm Making 3-D Film

HOLLYWOOD, April 6.—John Brahm will use Depth-O-Vision, Triscope's newly announced 3-D system, in producing "Barcelona" independently.

Exempt Okla. Films From Sales Tax

Oklahoma City, April 6.—Gov. Johnston Murray of Oklahoma today signed a bill exempting films and trailers from the state sales tax, revising the present unenforced law.

The tax commission had recently back-billed National Screen Service for over \$17,000, which would have applied to all distributors if unopposed. Theatre Owners of Oklahoma spearheaded the campaign for the exemption. The bill had been passed unanimously by the House and Senate.

WB Gets 700 Orders For 'Wax' Display

Over 700 orders have been received by the Warner home office for the seven-by-five-foot lobby display heralding the third-dimensional "House of Wax," it was stated here yesterday.

The lobby set piece, said to be the first such piece offering a 3-D effect, has been installed or is in the process of being installed in theatres weeks before the "House of Wax" engagement in many houses, it was said. The accessory, which sells for \$18.75, is being distributed by the WB home office in response to requests from the field, it was said.

Hall Tests Screens For 'Shane' Booking

Radio City Music Hall has booked "Shane," the Paramount film which is set to be shown in the company's wide-screen process, it was stated here yesterday.

A Hall spokesman said experiments on various wide screens were conducted last night, but was reluctant to say that the system which would be used for the "Shane" engagement would be Paramount's Paravision process, said to give an effort of depth to conventional films. The results of the tests will be announced shortly, the Hall spokesman added.

Orders Boom

(Continued from page 1)

outlying Chicago theatres have opened with Sol Lesser's Stereo Techniques, double billing with a regular feature. The Strand in Springfield, Ill., is the first in the Chicago trade territory to book Lippert's 3-D short subject, "A Day in the Country," which requires red and green glasses.

RCA is supplying complete 3-D projection and stereophonic sound to nine theatre circuits, with approximately 20 installations slated to get under way next month. In Detroit, the Michigan Theatre will open with WB's "House of Wax" on April 30.

BOSTON, April 6.—The Polaroid Corp. today, in the United States District Court here, charged Depix Corp. and Alvin M. Marks with infringement of four patents.

The Polalite stereoscopic viewers recently offered to the trade by Depix and its distributor, National Film Service, constitute the infringement complained of. The action also alleges that the use by Depix and Marks of the trademark "Polalite" is an infringement upon the registered trademark, Polaroid. The infringements are described as willful and deliberate, and treble damages are demanded.

Press Preview of 'Wax' on Thursday

A special press preview of Warner Brothers' 3-dimensional "House of Wax" will take place at the New York Paramount Theatre Thursday night to which the general public is invited. The Paramount will close its box-office at 3:45 Thursday afternoon for the final showing of "I Confess" and the stage show headed by Patti Page and Jerry Wald's orchestra. The box-office will reopen at 8:15 for the preview. The regular showing of the picture, plus a stage show headed by Eddie Fisher, will start Friday morning.

"House of Wax" is said to be the first motion picture that combines 3-D action with 3-D sound, the new WarnerPhonic sound system, and color by WarnerColor.

Meanwhile, the entire starring cast of the film, who will attend the world premiere at the Paramount Theatre here Friday night, will be guests at the press preview. Vincent Price, Phyllis Kirk and Paul Picerni are already in town from the Coast and Frank Lovejoy will arrive later in the week.

See Col. System

(Continued from page 1)

tem uses 1.75-1. Since all these systems achieve their broadening from the standard 1.33-1 by masking the aperture plate to the required extent, a compromise on some middle-ground ratio appears wholly practicable, according to informed sources. (CinemaScope's 2.66-1 proportion is not claimed to be adaptable for handling standard-ratio product.)

Columbia's Vitascope system, which the studio is to use on all future production, can deliver a standard or 3-D picture on a big or standard screen and in color or black-and-white, as can Universal's, Paramount's and most others currently in use. Vitascope comprises a twin-camera setup, differing from most in that the cameras both shoot straight ahead, and embodies a stereophonic sound system using three amplifiers and three microphones piping sound to a single film track.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

DORIS DAY • GORDON MacRAE

"BY THE LIGHT OF THE SILVERY MOON"

Color by Technicolor — A Warner Bros. Picture

Plus The Music Hall's Great Easter Stage Show

ALFRED HITCHCOCK'S

"I Confess"

STARRING

MONTGOMERY CLIFT

ANNE BAXTER

in Person

Miss PATTI PAGE

BOBBY SARGENT

CLARK BROTHERS

JERRY WALD

AND HIS ORCHESTRA

PARAMOUNT

TIMES SQUARE

Midnight Feature



HITCH on to Promotion and HIKE your profits!

Latch on to this exploitation sockeroo the trade press is calling: "*Tops in tension!*" Hollywood Reporter; "*A genuine sleeper...* a 'natural!'" Boxoffice; "*Has out-hitched Hitchcock!*" Showmen's Trade Review. Seven top showmen give you *their* ideas in the show-packed press book. Get it today!

When was the last time you invited death into your car?

THE FILMAKERS PRESENT

The Hitch-Hiker




It was the last time you picked up a stranger with an upraised thumb! The same kind of stranger whose story makes this picture the year's supreme suspense sensation!

starring
FRANK LOVEJOY · EDMOND O'BRIEN · WILLIAM TALMAN
Produced by COLLIER YOUNG • Directed by IOA LUPINO • Screenplay by COLLIER YOUNG and IOA LUPINO

Distributed by RKO RADIO PICTURES

You'll be his next victim... YOU?



The Hitch-Hiker

Distributed by RKO RADIO PICTURES

Have you ever picked up a hitch-hiker?

You won't ever... after you see this picture!



FILMAKERS PRESENT

Have you ever picked up a hitch-hiker? We guarantee you won't ever... after seeing this picture! It screams with thrills! It rings with truth!

starring
FRANK LOVEJOY · EDMOND O'BRIEN · WILLIAM TALMAN
Produced by COLLIER YOUNG • Directed by IOA LUPINO • Screenplay by COLLIER YOUNG and IOA LUPINO

Distributed by RKO RADIO PICTURES

picked up a hitch-hiker? You won't ever... after you see this picture!

The Hitch-Hiker

His story is as blood-chilling... as suspense-crammed as any the screen has ever known!

starring
EDMOND O'BRIEN · FRANK LOVEJOY · WILLIAM TALMAN
Produced by COLLIER YOUNG • Directed by IOA LUPINO • Screenplay by COLLIER YOUNG and IOA LUPINO

Distributed by RKO RADIO PICTURES

Some of the ads, backed by exploitation, that boomed the RKO Boston's grosses to 18-months' tops!

Film Laboratories Form Credit Group

A new credit organization for the film industry, particularly for motion picture laboratories, has been set up by the New York Credit Interchange Bureau of the National Association of Credit Men.

Patterned after similar systems used in other lines of industry, the group will check on the credit status of producers who bring in their negatives for laboratory processing. Eighteen companies comprise the charter members, and their first meeting, along with prospective members, will be held at the Victoria Hotel here on April 21. Saul Jeffee, president of Movielab, was one of the founders.

The National Association of Credit Men will provide a "custom-made" specialized service designed to meet the credit and collection problems of the industry, according to a NACM statement.

Snaper to Address Michigan Allied

DETROIT, April 6.—The question of arbitration, alleged unfair pricing of films and increased admissions will highlight the address of Wilbur Snaper, president of Allied, to the Allied of Michigan convention on April 27, it was disclosed here today.

The convention, which runs from April 27 through the 28th at the Hotel Tuller, will also devote its attention to three-dimensional film and wide screen processes, drive-ins and the campaign to repeal the 20 per cent Federal admission tax. Ernest T. Cohn, executive secretary of Michigan Allied, said other speakers will include Abram F. Myers, Allied general counsel, Samuel Pinanski, a member of the triumvirate governing the Council of Motion Picture Organizations; William Gehring, 20th Century-Fox sales manager, and Senator Homer Ferguson.

Bennin Assumes M-G-M D.C. Duties

WASHINGTON, April 6.—Herbert J. Bennin, former M-G-M branch manager in St. Louis, today assumed management of the Washington exchange. A native of Chicago, Bennin has been with M-G-M since 1928, except for 18 months in the Army Air Force.

Bennin succeeds J. A. Adams, who resigned.

Russell on 'Toast'

RKO Radio's "Never Wave at a Wac" will get a Coast-to-Coast television promotion on April 19 when Rosalind Russell, who stars in the comedy, headlines Ed Sullivan's "Toast of the Town" show on the CBS-TV network. In addition to appearing in person, Miss Russell also will be featured in a sequence from the film.

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Television - - Radio

with Pinky Herman

FOR those who would dwell in the past and speak with reverence of "the good old days," producer Fletcher Markle has a treat in store. Next Monday's "CBStudio One" episode, "The Magic Lantern," will feature silent screen stars Dorothy Mackaill, Carmel Myers and Nils Asther in supporting roles to Janet Ward, Patricia Benoit, James Dunn and Tom Taylor. . . . A new series, "The Local Scene," highlighting little Old New York, will be launched via DuMont tomorrow and will be seen every Tuesday at 10:30 to 11:00 P.M. Erwin Rosten will produce. . . . Eve Arden, who has already adopted two little girls, will bring a war orphan home with her when she visits Europe in September. . . . WPIX's latest singing discovery, Mace Barrett, has been signed to a Coral recording contract. . . . A full-hour musical revue will be presented to guests at the Alfred P. Sloan Safety Awards dinner at the Plaza Hotel, May 26th. . . . On Nov. 11, 1951, the "Goodyear Television Playhouse" featured an original story, "Flight to Freedom" in which the author, Geoffrey Keane, depicted a dramatic flight from behind the Iron Curtain by a Czech piloting a plane-load of passengers. Last week newspapers featured just such a flight. . . . When Dick Powell and Regis Toomey appear together Thursday on "Singer Four Star Playhouse," TV viewers will see one of Hollywood's longest friendships. Back in 1932 when Dick Powell was emceeing at the Stanley Theatre in Pittsburgh, he became friendly with Toomey who was making his initial p.a. at that movie palace. They've been pals ever since. . . . When Jane Pickens, for flashbacks, uses Fred Astaire's 1937 platter of "Nice Work If You Can Get It" and other oldies on her NBC show Thursday, it's because Joe Franklin has made available to her his famous collection of records totaling 35,000 waxings.

Though ABC has finally moved from its old quarters at Radio City, and most of the executive offices and studios are now located on W. 66th St., the advertising and promotion departments, under Mitchell deGroot, will be temporarily located at 2040 Broadway (70th St.) until some time in September. . . . Tommy Henrich, "Mr. Old Reliable" of the N. Y. Yankees, has been signed to emcee and narrate the Telenews Sportsreel series, "This Week In Sports." Tommy launched his TV career in Nov., 1951, when he was sponsored by Mobilgas and Blackstone Cigars. . . . With next Monday's telecast, Bell "Telephone Hour" NBCommences its 14th year. Ezio Pinza will guestrill. . . . Barry Nelson has been CBSigned for the male lead opposite Joan Caulfield in "My Favorite Husband" series, which will Tvee off in the Fall. . . . Sammy Kaye's "NBChock Full O'Nuts" Thursday nite-at-7 musicale makes for easy listening. . . . Academy Award Winner Shirley Booth and Geraldine Brooks, both seen on Broadway in the prize-winning "The Time of the Cuckoo," have been further honored. Sesac's noted composer, Harry Volpe, has penned two songs, "Shirley," and "Geraldine," which will be included in Volpe's Pan-American ET series.



Mitchell deGroot

Wendell Corey, in Gotham for a month, will star in Lux Video Theatre's "With Honor and Glory," over CBS, Thursday. . . . A novel and unusual TV series, "Masterpieces of Humbug," each chapter based on a famous hoax actually perpetrated, will be filmed by Felix Feist for Stewart Moutaigne. First will be the "Trip to the Moon," which a N. Y. newspaper in the last century almost convinced its readers such a flight had been accomplished. . . . Jim Nimmo, associate director of DuMont's "Stage A Number" and "The Plainclothesman," will wed danseuse Ruth Irene Hanna in August. . . . Newest Jack Gleason CBSponsors include Nescafe Instant Coffee and P&G's Lilt. . . . Paul Taubman, ork pilot on the "Bob & Ray" NBClownings, is one of the busiest lads in town. He is Mine Host of the famous nite spot, The Penthouse, is organist on several daily radio soaperas, composes serious and popular music, and is head of his own music publishing firm. . . . As a result of Dave Garroway, Jinx Falkenburg, Faye Emerson and Neva Jane Langley donating to the Red Cross blood bank during Thursday morning's telecast of "Today," several thousand listeners phoned in requesting donation appointments. A very low bow to all of them from all of us.

Texas COMPO to Meet on Program

DALLAS, April 6.—The Texas Council of Motion Picture Organizations' executive board will meet here on Wednesday in the Town and Country Restaurant to hear a report on the activities of the past year, and to map plans for the coming year's program. Robert J. O'Donnell, co-chairman of Texas COMPO and vice-president and general manager of Interstate Circuit, will preside.

Others expected to attend are: Karl Hoblitzelle, Interstate Circuit; Col. H. A. Cole, co-chairman of Texas COMPO and chairman of the board of Allied of Texas; Edward H. Rowley, Rowley United Theatres; H. J. Griffith, Theatre Enterprises; Claude Ezell, Ezell and Associates; Phil Isley, Isley Theatres; John Adams, Interstate; John Rowley, Rowley United Theatres; Julius Gordon, Jefferson Amusement; Henry Griffing, Video Independent Theatres; Don Douglas, Rowley United Theatres; R. I. Payne, Theatre Enterprises; Sam Landrum, Jefferson Amusement; Duke Clark, national COMPO; Paul Short, National Screen Service; Kyle Rorex, Texas COMPO, and Alfred Delcambre, National Screen.

ITOO Meet Opens In Columbus Today

COLUMBUS, O., April 6.—With discussion on the new 3-D and wide-screen developments highlighted, the Independent Theatre Owners of Ohio's annual convention will get under way here tomorrow at the Deshler-Wallick Hotel.

Clinics will once again feature the convention. The small-town clinic will be conducted by William A. Carroll of Indianapolis, general manager of the Allied caravan. The subsequent-run clinic will be handled by Abram F. Myers, general counsel and board chairman. Al Blocher, film buyer for the Y & W Circuit of Indiana, will conduct the drive-in clinic. Other speakers will include Martin Quigley, Jr., and Arthur L. Mayer.

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Shor Rebuffs

(Continued from page 1)

copyright infringement if the picture is played without conforming to the contract provisions, Shor telegraphed the following to the Disney office here:

"I am advised by counsel that RKO has been enjoined in Federal court from agreeing with exhibitors on admission prices and that RKO cannot escape therefrom by entering into contractual relations with you. The contract that I made with RKO and which was approved by you was valid and binding and I insist on its performance as written, and your rights to write into it unlawful terms and conditions implicating me in an unlawful understanding are denied."

Whatever action that may result from the exhibition of "Pan" at the two theatres at regular admission prices probably will not come to a head until after the completion of the run, it was indicated here yesterday by Leo Samuels, sales manager for Disney.

Just prior to the dual opening of the picture in Cincinnati, Shor received the following telegram from Walt Disney Productions:

"At the time you were asked to approve the exhibition of our production, 'Peter Pan,' at the Twin Drive-In Theatre and the Westwood Theatre, we were advised that it was your voluntary intention to charge an admission price of fifty cents for children at all times, seventy-four cents matinee and one dollar nights for adults. Our approval was given on the understanding and condition that this price policy would be carried out by you. The admission prices that you are advertising in Cincinnati papers fail to meet the condition of our approval and renders the approval ineffective. We understand that you have already received possession of prints on 'Peter Pan' and this is to advise you that no print of 'Peter Pan' may be exhibited except under contract approved by us and exhibition without contract would constitute copyright infringement with serious penalties.

"We are ready to approve contract with you on basis whereunder you pay specified percentage of box-office receipts, provided these receipts are predicated upon admission price of fifty cents for children at all times, seventy-four cents matinees and one dollar night for adults. Unless you confirm by wire immediately your assurance to pay us on this basis you

Review

"Bright Road"

(Metro-Goldwyn-Mayer)

THE RARE QUALITIES that won a Christopher Award and a *Ladies Home Journal* serialization for Mary Elizabeth Vroman's novel, "See How They Run," are preserved intact, and perhaps even enhanced, in this direct and delightful picturization. Into its 68 minutes of crystal-clear narrative, the producer, Sol Baer Fielding, and the director, Gerald Mayer, two of M-G-M's younger production generation, working with a screenplay by the veteran and noted Emmet Lavery, have breathed a warmth of feeling and an intimacy of emotion seldom accomplished in any amount of running time or with any number of experienced performers. This they have accomplished with a virtually all-Negro cast that includes none with more than casual screen contact heretofore. It is quite likely that the relative brevity of the running time and the absence of established marquee names will limit the picture's commercial yield materially, but no exhibitor who deprives his customers of the enjoyment it gives will have done right by them or by his theatre.

The story concerns principally a teacher (Dorothy Dandridge) and a 10-year old problem student (Philip Hepburn) whose disinterest in text books is as extreme as his love of bees, butterflies, birds, and all the creatures of the earth, domesticated or wild, largely including people. Unable to express himself clearly in terms of the class room, the boy is scholastically retarded, and frequently he is punished, reluctantly, by the teacher and the school principal (Harry Bellafonte) who nevertheless persist in their determination to bring him into fulfillment of his obvious potentialities.

As for action, the picture contains nothing livelier than an invasion of the classroom by a swarm of bees, and some schoolyard fighting in which he invariably is overwhelmed by his smaller but unanimous schoolmates who persist in singing "Three Blind Mice" despite his protest that it's a song of cruelty. But action isn't what this picture's for. This one's for pleasing, entertaining, and maybe a little for enlightening, people.

Running time, 68 minutes. General audience classification. Release date, April 17. WILLIAM R. WEAVER

Newbery Here

(Continued from page 1)

Republic president; Vera Ralston Yates, and William Saal, assistant to Yates. The trio arrived on the *Queen Elizabeth*.

A regular meeting of the Republic board of directors is scheduled to be held here today.

Newbery, a native of Australia, where he first entered the film business, fills the vacancy at Republic created when James R. Grainger resigned to head RKO Radio.

Hearings on NY Tax

(Continued from page 1)

calling for a three per cent levy on the value of negatives shipped into New York from the Coast or elsewhere. Hearings on the latter are due to get under way in about two months.

exhibit 'Peter Pan' at your own serious peril.

"Copy of this telegram being sent directly to the managers of the Twin Drive-in, Cincinnati, Ohio, and the Westwood Theatre, Cincinnati, Ohio, in order that managers and all concerned may avoid personal liability for participating in copyright violation."

Hollywood, April 6

N.Y. Grosses

(Continued from page 1)

000 is seen for the second week of "Call Me Madam" on the screen and the IceColorama show on stage.

"Salome," now in its second week at the Rivoli, is expected to rack up a handsome \$58,000. An excellent \$55,000 is indicated for the eighth week of "Moulin Rouge" at the Capital. The 19th week of "Hans Christian Andersen" at the Criterion is due to rack up a robust \$18,900.

The last six days of "I Confess," currently in its third week at the Paramount, is forecast to hit a very good \$51,000. The Paramount's stage headliner is Patti Page. A swell \$30,000 is indicated for the second week of "Off Limits" at the Astor, while a very good \$20,000 is seen for the 15th week of "Come Back, Little Sheba" at the Victoria.

At Loew's State, a fairly good \$24,000 is indicated for the second and final week of "The Naked Spur." "I Love Melvin" bows there on Thursday. A nice \$12,500 is predicted for the seventh week of "Anna" at the Globe. "Jeopardy" opened to a nice \$25,000 at the Mayfair.

'Salome' Racks Up Excellent Grosses

"Salome" is racking up excellent grosses in its key engagements, according to reports from the field.

In Philadelphia, a big \$18,000 was grossed at the Stanley on Saturday and Sunday. Other heavy grosses were: Astor, Boston, \$12,365 for Friday, Saturday and Sunday; Grand, Chicago, \$14,301 in two days; Midland, Kansas City, \$10,011 in two days.

Col. to Film 'Pocahontas'

"Pocahontas," the story of the legendary heroine, will be brought to the screen by Columbia as one of its "A" productions on the 1953-54 schedule. Lewis J. Rachmill will produce, from an original screenplay by Roy Huggins.

GREAT MOTION PICTURES ARE PROCESSED BY *Pathé*

ERROL FLYNN,

Independent Producer, says:

"I'm using the great new Pathécolor film

...I am now shooting my first *Pathécolor* film in Rome, and I chose *Pathécolor* because it gives me *Lifelike Color* in every situation and on every set...and *Pathé* gives me *daily overnight processing*."

You owe it to your next picture to see the *Pathécolor* demonstration reel today. Phone for a date: In New York it's TRafalgar 6-1120 and in Hollywood it's HOLlywood 9-3961.



Both New York and Hollywood Have Complete *Pathé* Laboratory Facilities:
35 MM • 16 MM • COLOR • BLACK AND WHITE
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3 hrs.
20 min.

AMERICAN
to CHICAGO

NONSTOP
EVERY HOUR ON THE HOUR

"SALOME"

SMASHES

EVERY

RECORD

EVERY-

WHERE!

BOSTON

SPRINGFIELD, Ill.

ATLANTIC CITY

PROVIDENCE

MIAMI

CINCINNATI

JACKSONVILLE

BUFFALO

CHICAGO

NEW YORK

PHILADELPHIA

KANSAS CITY

SPRINGFIELD, Mass.

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BIGGER THAN THE BIGGEST

FROM ANY COMPANY

—even

Columbia!

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 73. NO. 67

NEW YORK, U. S. A., WEDNESDAY, APRIL 8, 1953

TEN CENTS

European Film Pool Proposed By the French

All 3 Branches Could Cooperate Under Plan

By J. A. OTTEN

WASHINGTON, April 7.—Eight deputies in the French National Assembly have sponsored legislation calling for a European motion picture pool, according to reports reaching the State Department here from Paris.

The pool would involve production, distribution and exhibition facilities. The proposal has been referred to the Assembly's Press Committee.

The resolution requests the French government to press for the creation of a European commission to inaugurate the pool. On the subject of production, the resolution points out that many countries do not have adequate facilities, and that more and better films could be turned out if

(Continued on page 5)

TOA Accepts Senate Bid

Acceptance by the Theatre Owners of America of the Senate Small Business Committee's invitation for the association to be represented at the committee's forthcoming hearings on trade practices has been made by Walter Reade, Jr., TOA executive vice-president. In a letter to William D. Amis, professional staff member of the committee, Reade wrote, in part:

"In answer to your inquiring whether this association would care to express itself before the Senate

(Continued on page 5)

McGee, Cole Head Tax Witnesses

Pat McGee of Denver and Col. H. A. Cole of Dallas will be the principal industry witnesses when the House Ways and Means Committee holds hearings in Washington on the 20 per cent admission tax on April 20, it was reported here yesterday.

Boston 'IA' Members Have Their Own Banking Setup

BOSTON, April 7.—The Moviecraft Federal Credit Union has been established for Greater Boston members of the IATSE. Set up under the supervision of the Federal Security Agency, its purpose is twofold—to allow members to enter a systematic savings plan and to act as a borrowing agency when extra money is needed. The charter was handed down to treasurer Jack Rosenberg. Headquarters have been established on Film Row, where applications for membership are taken by a local trustee.

Review of Columbia's 3-D 'Man in Dark'

Billed as the first 3-D production from a major studio, Columbia's "Man in the Dark," which opens at the Globe Theatre here today, is reviewed on Page 4 of this issue.

The reviewer finds the picture to be a good "average action story which, except for the 3-D effects, would command no unusual attention from exhibitors or the public," adding little to advance 3-D beyond the novelty stage.

(Continued on page 5)

Ascap to Begin New TV Negotiations

Negotiations by ASCAP for new blanket television contracts, which expire by the end of 1953, are about to begin, Deems Taylor, a member of ASCAP's executive committee, reported here yesterday at ASCAP's annual meeting, held at the Hotel Astor.

The meeting, which was attended by some 600 persons, also heard reports on finances, membership and

(Continued on page 5)

Say 3-D Requires Best Projection

COLUMBUS, O., April 7.—"Don't go in for 3-D unless you can do a top-notch job of projection," said Herbert Barnett, president of the Society of Motion Picture and Television Engineers in an address before the In-

(Continued on page 4)

MPRC SETS UP 3-D REEL STANDARDS

Recommendations for Booth Procedures Explained in Informational Bulletin

Hollywood, April 7.—Where the projection booth cannot possibly accommodate magazines for the 24-inch (3-D) reel, the Motion Picture Research Council recommends a projection reel of 20 inches in diameter, which will hold approximately 3,500 feet of color positive. The MPRC asserts that the latter size reel is not preferred, but where 24-inch reels cannot be used the reel diameter should not be less than 20 inches.

These recommendations were set forth in an informational bulletin on laboratory and exchange procedures for 3-D prints and are based on the use of a projection reel 24 inches in diameter which will hold approximately 5,000 feet of color positive or approximately 5,500 feet of black-and-white. It is pointed out that since both projectors run simultaneously, changeovers are no longer possible and intermissions are necessary for changing reels and retrimming carbons, unless there are four projectors in the booth. It is further claimed that in addition to these reel sizes, it will be necessary in many cases to use one of the two 3-D prints for regular projection

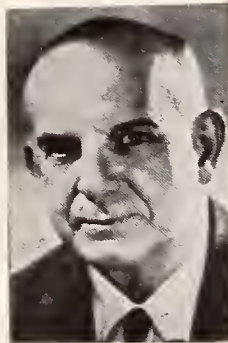
(Continued on page 4)

TV Printing Seen Topping Film Footage

Republic Progress Told At Shareholders Meeting

Republic Pictures' laboratories (Consolidated Film Industries) probably will derive more revenue from television footage than from

motion picture printing because of the constantly increasing number of TV stations, president Herbert J. Yates said here yesterday at the company's annual meeting of stockholders. Commenting further on the growth of television, Yates



Herbert Yates

repeated his stand that TV and mo-

(Continued on page 5)

\$475,888 'U' Quarter Net

Consolidated net earnings of Universal Pictures and subsidiaries for the 13 weeks ended Jan. 31 were \$475,888, after provisions of \$675,000 for estimated Federal income and excess profits taxes. This compares with consolidated net earnings for the corresponding 13 weeks of the previous fiscal year of \$411,435, after taxes totalling \$280,000.

After deducting dividends on the

(Continued on page 5)

Republic 13-Week Profit Increases

Republic Pictures and its subsidiaries report a net profit of \$345,423, after taxes, for the 13 weeks ended Jan. 24, president Herbert J. Yates announced at the company's stockholders meeting here yesterday. This compared with a net of \$186,977 for the corresponding period last year. The profit before taxes was \$725,423.

Personal Mention

GEORGE STEVENS, Paramount producer-director, will arrive in New York on Monday from Hollywood.

JOHN C. FLINN, Allied Artists advertising and publicity director, has returned to New York from Miami, where he made plans for the company's convention in May with Eastern publicity representative **HARRY GOLDSTEIN**. Flinn will leave here for Hollywood later in the week.

WAYNE BALL, Columbia Los Angeles branch manager, and **MRS. BALL** are in New York for a few days prior to leaving for a European tour which will include an audience with the Pope. The trip is his prize for winning the recent company sales drive.

JOHN SCUOPPO, Columbia publicist, and **THERESA PRESTERA** of the company's playdate department, will be married here on Saturday and will honeymoon in Miami.

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Washington today from here.

DONALD McNALLY, Vermont exhibitor, and **MRS. McNALLY** announce the birth of their second child, **TIMOTHY**.

ALFRED CROWN, foreign sales manager for RKO Radio, will leave here on Sunday for Hollywood.

WILLIAM E. CLARK, RKO Radio treasurer, has left New York for a three-week vacation in Florida.

ARTHUR MANSON, M-G-M Canadian press representative, has returned to Toronto from here.

MRS. NATALIE KALMUS of Technicolor is celebrating a birthday today.

Magic-Vuer Filters To Be Sold Outright

Magic-Vuer projection filters that fit over the projector booth portholes, for the showing of 3-D pictures, may now be ordered through National Theatre Supply branches, Arch Oboler, a partner in the manufacturing of the product, said here yesterday. Oboler stated that the filters may be purchased outright and not issued on a license basis. The filters, Oboler explained, are available on built-in levels so that the projectionist can square up the 3-D pictures more easily.

Oboler left here yesterday for Cincinnati to confer with John Dreyer, head of the Depth Viewer Co., manufacturers of the Magic-Vuer polarized glasses, in regard to increased production. A step-up in production is expected to make the glasses available to theatres as quickly as possible, probably within 30 days.

27 Theatres Begin Installations of WarnerPhonic Units

HOLLYWOOD, April 7.—A total of 27 theaters have begun installing WarnerPhonic sound equipment in preparation for playing WB's "House of Wax," made in Natural Vision's 3-D process, the company reported. The list is expected to reach 60 within a few days.

Fifteen additional houses are equipping for WarnerPhonic, along with three dimension projection, and not previously announced, include the Ambassador, Washington; Michigan, Detroit; Fox, Phoenix; Fox, Tucson; Denver, Denver; Esquire, Denver; Fox, Spokane, and the following California theatres; Paramount, Oakland; Senator, Sacramento; West Coast, Long Beach; Fox, Riverside; Fox, Pomona; Peninsula, Burlingame; Fox, Palo Alto; Fox California, Stockton.

Music Hall Joins Others In Ordering CinemaScope

New York's Radio City Music Hall and the American, A. M. Ellis and Colonial theatre circuits are among the latest to place orders with 20th Century-Fox for CinemaScope, the company disclosed. The latest orders cover 151 situations.

American Theatres is set to equip 43 of its houses with the panoramic wide-screen system. National Theatres, which previously had placed an order for 217 units, has upped the total to 221.

Other circuits added to the installations list include Manos Theatres, Ohio, eight; A. M. Ellis Theatres, Philadelphia, 15; H. Schoenstadt & Sons, five; Colonial, Hartford, 11; Middlesex Amusement Co., Malden, Mass., four; the Los Felix Theatres, Los Angeles, three.

Hall Alters Projection Equipment for 'Shane'

Radio City Music Hall is now altering its projection equipment for the engagement of Paramount's "Shane," which will be shown on a 1,500-square foot screen, Russell V. Downing, president and managing directors, disclosed here yesterday.

The aspect ratio of 1 to 1.66, the same ratio as Paramount's Paravision process, will be utilized instead of the conventional 1 to 1.33 ratio, thus giving the audience a much wider image than heretofore. The screen to be used for "Shane" will measure 50 feet wide and 30 feet high. The Paramount production will be the Hall's next attraction, it was added, following the run of "By the Light of the Silvery Moon."

McVickers Will Open Columbia's 3-D 'Dark'

CHICAGO, April 7.—The Downtown McVickers has won the first-run showing of "Man in the Dark," Columbia's first 3-D release, which will open on May 8. McVickers was freed from the restrictions of the Jackson Park decree by the sale of the Balaban and Katz interest in the house.

Columbia's second 3-D film, "Fort

Ontario Is Short Of Projectionists

Toronto, April 7.—A serious shortage of projectionists has developed in Ontario because of the introduction of 3-D presentations, the current re-opening of drive-in theatres and the demand for relief operators to replace those who are leaving on annual vacations.

Dudley Offers New Wide-Screen System

HOLLYWOOD, April 7.—A new wide-screen system called Vistarama, declared compatible with CinemaScope and adaptable to both 35mm. and 16mm. usage, was announced today by Carl Dudley, president of the newly formed Vistarama Corp., as well as Dudley Pictures Corp. and Dudley Television Corp. The system employs Anamorphic lenses, designed by the Simpson Optical Co., and projects an image with a 2.66-1 aspect ratio, which is identical with CinemaScope's.

Dudley, widely established in the commercial film field, said, "Vistarama will match any known process. It is available to majors and independents alike, and is equally effective for 16mm. systems, thus offering producers and sponsors of commercial films the same new exciting brand of showmanship that has revolutionized Hollywood."

It is understood C. J. Tevlin and Edmund Grainger, RKO Radio, Al Lichtman, 20th Century-Fox, and Norman Moray, Warners Brothers, were among the studio executives who witnessed the first demonstration, privately conducted. A general trade demonstration expected this week.

Additionally, Dudley announced the availability of Vistaphonic sound in both 35mm. and 16mm. uses.

Dudley said three Dudley Pictures Corp. Vistarama productions in Eastman color are scheduled for early production.

Cinerama Moves to Warner on June 5

"This is Cinerama" will move to the newly-equipped Warner Theatre here on June 5, the date when the presentation will end an eight-month engagement at the Broadway Theatre, Joseph Kaufman, director of exhibition for Cinerama Productions Corp., disclosed yesterday.

Completely new equipment will be installed at the Warner, including the new semi-portable projection booths and the giant screen mounted on aluminum pipe scaffolding, it was stated. For the opening Friday and all subsequent Fridays at the Warner, there will be a 7:15 P.M. and a 10:00 P.M. showing, eliminating the ordinary matinee on that day. Mail orders for tickets will be accepted at the Warner Theatre through Sept. 1, it was stated.

Ti," will open at the United Artists later in the month.

Balcon, Ealing Head, Here to Observe 3-D Developments

The J. Arthur Rank production group—Ealing and Pinewood studios in England—has set a program of 21 pictures for next season, of which Ealing will turn out six and Pinewood 15, it was stated here yesterday by Sir Michael Balcon, in charge of production at Ealing and producer of "The Cruel Sea." Balcon is here for a study of 3-D developments and to set promotion plans for "The Cruel Sea," which Universal will release in June.

Two Ealing pictures are currently in production, "Rogues Gallery" and "The Love Lottery." "The Puffers" will go before the cameras in May and "West of Zanzibar" has been partially completed, with more shooting scheduled for African locales. Completed are "Meet Mr. Lucifer" and "The Square Ring."

Balcon will leave here for the Coast on Friday to see demonstrations of Universal's new wide-screen process and those of other companies. After 10 days at the studios he will return to New York for conferences on "The Cruel Sea."

The excitement over 3-D and wide-screen in the U. S. is being reflected in England, Balcon said. However, British producers plan no curtailment of production although they will move with caution in making long-range commitments, he said. The reception to "Bwana Devil" in England was cool, he added, but it is a money-maker.

Balcon said the British film industry hopes for relief in the entertainment tax when the new budget is announced. The admission tax now is 40 per cent, having been increased from 20 per cent during the war. Theatre business, Balcon said, has been on the upswing, but bad weather depressed box-office receipts during the pre-Easter season, usually the most profitable time of the year.

Commenting on the Eady plan, Balcon said that British producers might have stopped production if the plan had not been extended.

Balcon will return to England in late April.

Heavy TV Play to Herald 'Wax' Here

To herald Friday's world premiere engagement at the Paramount Theatre here of "House of Wax," Mort Blumenstock, Warner Brothers vice-president in charge of advertising-publicity, has initiated an extensive television advertising campaign, with 10, 12 and 20-second spot announcements running all this week over stations WNBT and WABC-TV.

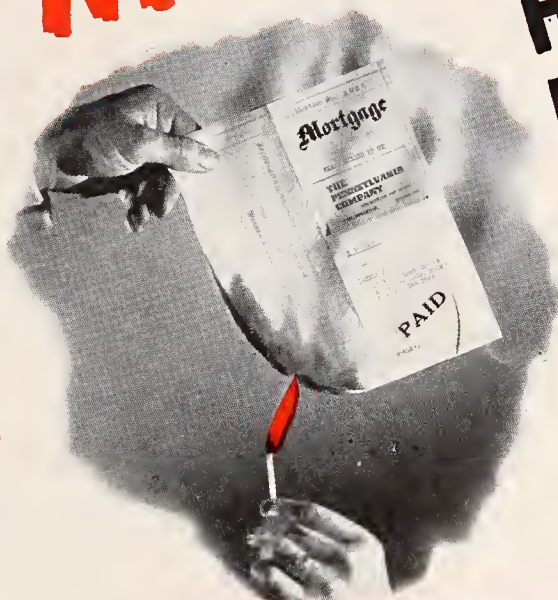
NV's Gunzburg Due Here

HOLLYWOOD, April 7.—Natural Vision Corp. president Milton L. Gunzburg and his executive family will fly from here tomorrow to attend the premiere of "House of Wax" in New York and to conduct a series of meetings with executives of the Polaroid Corp. at the Waldorf.



BURN THE MORTGAGE!

Here comes the
HOTTEST GABLE GOLD-MINE
in YEARS!



M-G-M's
'NEVER LET ME GO'
"SURE-FIRE B.O."
—says VARIETY

Launched to the nation in BIG campaign starting with telecast on ED SULLIVAN'S top-rated "TOAST OF THE TOWN" over CBS-TV. 26 million fans will see thrills from the picture in their homes. Watch the trade press for details of M-G-M showmanship behind a great showman attraction.

M-G-M presents
CLARK GABLE • GENE TIERNEY
in
"NEVER LET ME GO"
with RICHARD HAYDN
Screen Play by RONALD MILLAR and GEORGE FROESCHEL
Adapted From the Novel "Come the Dawn" by RAGER BAX
Directed by DELMER DAVES • Produced by CLARENCE BROWN

Gable and his bride!
captive

CLARK GABLE
IS TERRIFIC
AS THE
FOREIGN
CORRESPONDENT
WHO
FIGHTS
FOR HIS
CAPTIVE
BRIDE...

GENE TIERNEY
IN

FROM M-G-M
"NEVER LET ME GO"
with RICHARD HAYDN
Screen Play by RONALD MILLAR and GEORGE FROESCHEL
Adapted From the Novel "Come the Dawn" by RAGER BAX
Directed by DELMER DAVES • Produced by CLARENCE BROWN
An M-G-M PICTURE

ABOVE: Fan ad (part of big campaign) shows theme of promotion "Gable and his captive bride."

3-D Requires

(Continued from page 1)

dependent Theatre Owners of Ohio during today's session of the 18th annual convention. "Unlike the presentation of conventional pictures, anything less than fine projection destroys what you are selling—a three-dimensional motion picture."

"You theatre owners have reasons for your king-sized headaches. And they aren't helped by conflicting statements and claims to miracles. Yet the whole situation can be brought into better focus if you realize you are not sitting in on a penny-ante game. This wide-screen, 3-D scramble is a gigantic struggle for power, but at the same time having a common interest in revival of the motion picture industry. Hundreds of millions of dollars are involved. So are the fate of companies and the future of individuals."

Engineers Helping

"Motion picture engineers are working hard to ease your troubles in a constructive and reasonable manner by establishing standards as quickly as possible. Other engineers, of course, are happily taking advantage of this big opportunity to make major contributions to the techniques and equipment for the presentation of pictures."

"Things may be in a turmoil for a year or so, but I am certain that when the dust settles the film industry will be stronger than ever. And I'm equally sure that our lost customers will in the meanwhile have returned to the comfort and haven of your theatres."

"I have been pressed for my *personal* opinion in the near future. With a potential audience of 90- to 100-million people a week, I think you theatre owners will find it pays to be able to present any good show that is produced, whether 2-D, 3-D, wide-screen or theatre television."

In his speech, Barnett questioned the value of wide-screens in smaller theatres, but Maurice Bergman, Universal public relations executive, told the convention Universal engineers are working on a wide-screen suitable for smaller theatres.

Bergman also mentioned his company's all-purpose wide-screen, which he said Universal expects to demonstrate to the public, probably at Locw's State in New York soon, with a standard feature, "Thunder Bay," starring James Stewart.

Show 3-D Slides

Bob Hall, vice-president of Magic-Vuers, showed 3-D color slides of scenes from "Bwana Devil," "House of Wax" and "Arcna." He said 3-D is not injurious to the eye.

A total of 111 exhibitors registered. One hundred and forty-three of the 169 members of the Ohio legislature accepted invitations to tomorrow's luncheon.

President C. F. Pfister announced the following members of committees: Horace Adams, Cleveland, chairman of resolutions; Louis Eich, Martins Ferry, chairman of nominating. Officers will be elected tomorrow.

The small-town clinic conducted by William Carroll discussed increased admissions and pre-releases in relation to extra clearances. The subsequent run clinic conducted by Louis Wiethe, Cincinnati, discussed the value of TV spots and declared distributors should give assist ad campaigns for first subsequent runs. Rube Shor, Cincinnati, conducted the drive-in clinic.

Reviews

"Man in the Dark"

(Columbia)

COLUMBIA's first 3-D production and, as the Broadway billing proclaims, the first 3-D picture from a major studio, is a good, average action story which, except for its 3-D effects, would command no unusual attention from exhibitors or the public. The 3-D effects in themselves are notable, apart from the continuous stereoscopic quality, only in isolated instances which add visual rather than dramatic value to the story.

Requiring the wearing of viewers, the screening at which the picture was caught, in the Columbia home office projection room, was marred by faulty synchronization at the beginning of the second of three episodes in which the film is shown. The defect was not remedied after a 40-minute interruption and, in consequence, the third episode was shown in place of the second. Subsequently corrected, the second episode was screened after the third. The defect was ascribed to a loose chain linking the two synchronized projectors.

Apart from the interrupted screening, it did not appear to this reviewer that "Man in the Dark" has added anything more valuable than experience to the industry's current exploitation of 3-D. The story, basically, does not seem to be ideally adapted to a telling in the new system, with the result that it does not appear likely to advance the public appetite for 3-D beyond the present novelty or curiosity stage. The picture, or pictures, to help do that are still to come.

Edmond O'Brien, as a principal in a large payroll robbery, is apprehended and subsequently submits to a brain operation designed to change him from a criminal type. The operation is successful, but O'Brien suffers a loss of memory as an aftermath, including all recollection of where he had left the money taken in the holdup.

Kidnapped by his accomplices in the robbery and beaten in an effort to force him to reveal the hiding place of the loot, he is aided by Audrey Totter, as his former girl friend, in piecing the past together. Recollections lead them to an amusement park where they trace the loot to a check room and recover it. Trailed by Ted de Corsia, Horace McMahon and Nick Dennis, who were O'Brien's accomplices in the robbery, a chase ensues involving a roller coaster ride reminiscent of, but not threatening to, the similar Cinerama subject. The chase ends with the accomplices killed or taken in custody, O'Brien returning the stolen money to the authorities and he and Miss Totter reunited.

Others in the cast include Dayton Lummis as a surgeon, Dan Riss as an insurance investigator, and Shepard Menken as an intern. Wallace MacDonald produced and Lew Landers directed from a story by Tom Van Dyke and Henry Altimus. The screen play is by George Bricker and Jack Leonard, and the adaptation by William Sackheim.

Running time, 70 minutes. General audience classification. Release, in April. SHERWIN KANE

"The Woman They Almost Lynched"

(Republic)

A VERY good black-and-white Western, circa the Civil War, with a host of colorful characters has been fashioned by Republic in "The Woman They Almost Lynched." It's big story sprawls from time to time, but, most importantly, it moves from crisis to crisis and climax to climax, relentlessly carrying the audience along in even, galloping strides.

Starring in this tale of a Civil War border town, fighting desperately to maintain its neutrality, are John Lund, a Confederate officer in mufti; Brian Donlevy, a notorious and legendary raider; Audrey Totter, Donlevy's gun-happy, song-singing wife, and Joan Leslie, a soft-spoken Michigan girl who inherits Border Town's most infamous saloon.

The film opens with Miss Leslie's arrival in the town just after one of its regular lynchings, the victim having been accused of trying to disturb the town's precarious balance between North and South. She early runs afoul of the snarling chanteuse, Miss Totter, who had jilted Miss Leslie's brother for a life of crime in the saddle, and quickly falls in romantically with Lund, a Confederate in Border Town as foreman of the local lead mines, necessary to the Southern cause.

Things come to a boil when raider Donlevy tries to blackmail Lund into selling the lead output to him, so that Donlevy can in turn sell it to the Yankees at fancy black market prices. A full-scale battle between Union soldiers and desperados nips this plan in the bud, but in the meantime, to allow Lund to escape neutrality-loving citizens' wrath, Miss Leslie has admitted to being the Confederate spy, thus becoming the girl they almost lynched.

The ending is happy for almost all concerned and is brought about principally by the timely end of the war itself. The stars play their roles straightforwardly and with gusto, especially Miss Leslie and Miss Totter who, on one occasion are required to stage a saloon brawl and on another to fight a duel in the heat of high noon. Miss Totter also finds time to sing a couple of saloon ballads.

The supporting players are uniformly good, including Ben Cooper as an adolescent Jesse James who dreams of romance, and Nina Varela, Border Town's female mayor who has no qualms about handing out justice to fit the crime. Steve Fisher is responsible for the well-packed screenplay, based on a *Saturday Evening Post* story by Michael Fessier. Allan Dwan directed in very satisfactory fashion.

Others in the cast include James Brown, Ellen Corby, Fern Hall, Minerva Urecal, Jim Davis, Reed Hadley, Ann Savage and Virginia Christine.

Running time, 90 minutes. General audience classification. March release.

Reel Standards

(Continued from page 1)

on 2,000-foot reels.

The MPRC announced that previous recommendations that the picture action should start and finish on fades at the beginning and end of each reel for smooth changeover still holds, but, in addition, particular attention should be paid to the intermission break which should finish and start on a fade, it was stated.

"The length of the picture section in Part One and Part Two of the 3-D feature is not specified," the bulletin explains, "but the first reel should be as full as possible so that regular film short subject material can be put on the last part of the second reel in order that an intermission between the feature and the shorts is not necessary. Only sufficient regular material need be added to the second reel to allow the projectionist to re-thread and re-trim the second machine (which was taken out of interlock at the end of the 3-D feature). Where 3-D short subject material is available, it can, of course, be put on the beginning of Part One or the end of Part Two, if the necessary footage space is available on the reel."

The bulletin states that, as previously mentioned, it is probable that some 20-inch reels will be used and that "this would mean two intermissions in the show instead of one." It recommends that in making studio reels, it may be that consideration should be given to this possibility.

Laboratories will continue to process and ship release prints in approximately 1,000-foot lengths. Each studio reel of approximately 1,000 feet will be numbered in succession and the designations "Section A" and "Section B" will be discontinued, it was said.

Green Files 20th-Fox Statement with S.E.C.

WASHINGTON, April 7.—Charles Green, leader of a proxy fight against the board of directors and management of 20th Century-Fox, today filed with the Securities and Exchange Commission the preliminary proxy statement he plans to send to 20th-Fox stockholders. The statement was not made public.

It will take the Commission 10 days to two weeks to look over and check the Green statement. Then the Commission will notify Green as to the official SEC action, and if the statement is approved, he then will be free to mail it out to stockholders.

Col. Makes Bid to Register Stock

WASHINGTON, April 7.—A petition to register 23,143 shares of Columbia Pictures common stock on the New York Stock Exchange was filed here today with the Securities and Exchange Commission.

Columbia reported that 16,805 shares were in payment of a 2½ percent stock dividend paid last Jan. 19, and the additional 6,338 shares will be issued upon the exercise of outstanding warrants and options.

NFB Appoints Johnston

OTTAWA, April 7.—Thomas L. Johnston of Ottawa and Toronto has been named senior representative at New York for the handling of theatrical distribution of the Canadian Government National Film Board releases in the United States.

National Pre-Selling

“THE Case of Margaret O'Brien” appears in *Good Housekeeping's* April issue. Frederick Van Ryn, the author, reports: “Margaret O'Brien was a star at six. She was earning \$5,000 a week at nine. She became a has-been at 14. NOW, at 16, she is making her second start.”

It was Dore Shary who placed Margaret in her first picture, “Journey for Margaret.”

“Salome” will be represented by a full color front page cover on the April 12 issue of *Pictorial Review*. It is a Kapralik caricature of Rita Hayworth, Stewart Granger, Charles Laughton and Judith Anderson.

The original Kapralik was presented to Rita Hayworth when she was here for the premiere of “Salome.”

“All Ashore,” Columbia picture starring Mickey Rooney and Dick Haymes, received top billing in a full color page ad placed by Ship'n Shore Blouses in the current issue of *Seventeen*.

Full color page ads on Columbia's “Salome” and U. A.'s “Moulin Rouge” appear in the current issue of *Look*.

Also in this issue is a review of Warner's “I Confess.” Eight stills are used to illustrate the review.

Sidney Skolsky in the May issue of *Photoplay* says, “I like Tony Curtis' advice to newcomers struggling for stardom: ‘If a schmo like me can do it, anybody can do it.’”

Tony Curtis is starred with Janet Leigh in Paramount's “Houdini.”

Deborrah Kerr is featured in connection with M-G-M's “Julius Caesar” in a full page ad placed by Lustre Creme Shampoo in the current issue of *Woman's Home Companion*.

Danny Kaye wrote an autobiographical article for the April 5 issue of *American Weekly*, entitled “Love What You Do.” The story is illustrated by a still from “Hans Christian Andersen.”

Alfred Hitchcock adorns the back cover of the current issue of *Quick*. The caption for his picture reads, “Suspense Is His Third Dimension.”

Also in this issue are stills from Hitchcock's last five features and a story of his career.

Arthur Engel, Hollywood correspondent for *TV Guide*, reports in the current issue how arrangements were made with M-G-M by Kerr Murray to have Leslie Caron appear on his program. Caron's new picture, “Lili,” is breaking house records here at the 52nd St. Trans Lux Theatre.

WALTER HAAS

Walt Disney Here

Walt Disney arrived here last night for a three-day visit, enroute to London for the premiere of “Peter Pan” on April 16. Following the premiere, Disney will go to Scotland where his next picture, “Rob Roy,” will be filmed.

TV Printing Seen Topping

(Continued from page 1)

tion pictures ultimately will have to get together.

Yates said that his survey of television during his recent European trip indicated that commercial TV probably would be in operation in England before the end of the year and that the move was being considered also in Rome and Berlin. These outlets, he said, might mean more revenue for Republic. He said that a series of 13 TV pictures were being made by the company in England.

Five directors were re-elected to the board for three-year terms, but the vacancies left by the resignation of James R. Grainger and the death of F. R. Ryan were not filled. Re-elected were Arthur J. Miller, Harry C. Mills, John J. O'Connell, Leon A. Swirbul and Walter L. Titus, Jr. Others on the board are Richard J. Altschuler, Albert W. Lind, John

Petrauskas, Jr., William M. Saal, Edwin Van Pelt, Douglas T. and H. J. Yates.

Yates reported that he anticipated the next two years would be the most profitable in Republic's history and that a steady flow of production would continue at the studios. He said that Republic would continue with the conventional method of producing its 20 high-budgeted pictures for the current season unless a more uniform and practical 3-D method was developed.

Following the stockholders' meeting, the board met and re-elected officers. They are Yates, president; Titus, O'Connell and Miller, vice-presidents; Petrauskas, treasurer; Joseph McMahon, secretary; Richard Rodgers and Harold Lange, assistant treasurers; Albert Schiller and Ira Johnson, assistant secretaries, and H. J. Glick and Gordon Kay, assistant secretary-treasurers.

Install Robbins in Cinema Lodge Today

More than 400 members of Cinema Lodge, B'nai B'rith, and others, are expected to attend the Lodge's first “Presidents' Luncheon” at the Hotel Astor today to pay tribute to retiring president Martin Levine of Brandt Theatres and to welcome and help install the new Cinema Lodge president Burton E. Robbins of National Screen Service.

Other officers who will be inducted include vice-presidents Marvin Kirsch, Moses L. Kove, Milton Livingston, Joseph Maharam, Sol Rissner, Cy Seymour, Robert K. Shapiro, Al Wilde and Lou Wolff; treasurer Jack Hoffberg; secretary David Kelton; trustees Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Louis A. Novins and Arthur H. Schwartz. Levine will become the new Chaplain.

Harry Brandt will act as toastmaster and Hon. Meier Steinbrink, honorary national chairman of the Anti-Defamation League of B'nai B'rith, will be the principal speaker. A. W. Schwalberg is chairman of the Presidents' Luncheon Committee.

European Pool

(Continued from page 1)

technicians in one country had access to the production facilities in others. Only France and Italy have turned out a large number of top-quality films, despite talent in other countries, the resolution points out.

Customs and financial barriers have held down exhibition in one country of films produced in another country, and an exhibition pool would increase the market for all films, the resolution states. Finally, it says a distribution pool would help the producers get wider markets.

'U' Quarter Net

(Continued from page 1)

preferred stock, the earnings for the last quarter are equivalent to 43 cents a share on 961,698 shares of common stock outstanding, compared with 37 cents per share on 960,498 common shares outstanding a year ago.

The company reported yesterday that the 1953 figures were preliminary and subject to verification by auditors and to year-end adjustments.

Schwalberg Cites Top Summer Films

Emphasis on the box-office strength of Paramount's latest release schedule, just revised, to bring exhibitors top attractions during May, June and July was expressed by A. W. Schwalberg, president of Paramount Film Distributing Corporation.

Schwalberg said, “Exhibitors have maintained their need for ‘big’ pictures during these vital months. It is our aim to show that Paramount means . . . to maintain a continuous flow of box-office product throughout all periods of the year.”

Titles of 10 summer releases appeared in *MOTION PICTURE DAILY* on Monday.

Distributors Review Foreign Situation

Foreign distribution heads and others attended a Motion Picture Export Association meeting here yesterday and generally reviewed industry's situation in Brazil, Indonesia, Spain and Japan. On the latter market, it was reported that Irving Maas, MPAA international department executive, is still in Tokyo conferring with leaders of the Japanese industry and government officials on a new film import pact in that country.

At the meeting two remaining import licenses in France for 1952-53 were given to Loew's and Monogram-International.

Gagliardi S-W Sound Department Head

Gio Gagliardi has been appointed head of the Stanley-Warner Corp. sound department succeeding Frank Cahill, by Harry M. Kalmine, vice-president and general manager of the company.

'IA' Members

(Continued from page 1)

The board of directors includes the three officers and David Kaplan, Anthony Phillips, Saul Zitter and Hyman Bornstein. All IATSE members, including office help, projectionists, stage hands, shippers, bookers and re-wind girls are eligible to join the new credit union.

ASCAP Meet

(Continued from page 1)

ASCAP problems. Taylor, in his report, also spoke of continued improved relations with ASCAP customers, citing as one example the ASCAP pact with motion picture studios and agreements with theatres.

Otto A. Harbach, president, presided and among others on the dais were Louis Bernstein, treasurer, Herman Finkelstein, general attorney, and Justice Ferdinand Pecora, of general counsel. It was disclosed that a board meeting will be held April 30 to elect a successor to Harbach.

It was reported that ASCAP membership has grown to 3,400, with approximately 500 publishers and 2,900 writing members represented. Harbach, in his address, paid tribute to Louis Frohlich, a partner in the firm of Schwartz and Frohlich which handles ASCAP legal matters, who died recently. Treasurer Bernstein reported 1952 income from all sources of \$16,343,000 and operating expenses of \$3,172,000.

At last night's annual ASCAP banquet, Ed Sullivan was presented with a citation for boosting ASCAP in his recent TV shows. The citation was presented by Harbach.

TOA Accepts Bid

(Continued from page 1)

Select Committee on Small Business, may I state that we shall be glad to be heard on the subject of the pending system of arbitration, which subject we gather, from trade reports, will be considered by the committee. This organization feels now, as it always has, that most exhibitor complaints are arbitrable. We are, therefore, prepared to appear before the committee to do whatever possible to break the stymie that has been created in intra-industry negotiations in this field.

“As to those grievances and complaints which do not lend themselves to arbitrability, for example, the current practice of most distributors of demanding exorbitant film rental, and thus compelling theatre operators to advance their admission prices, we feel that the decrees in U. S. vs. Paramount, et al., provide adequate remedies. It is for the Department of Justice to see to it that the relief granted in that case be observed and complied with.”

only \$644.45* for a

10-DAY

HAWAIIAN

VACATION!

Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder.

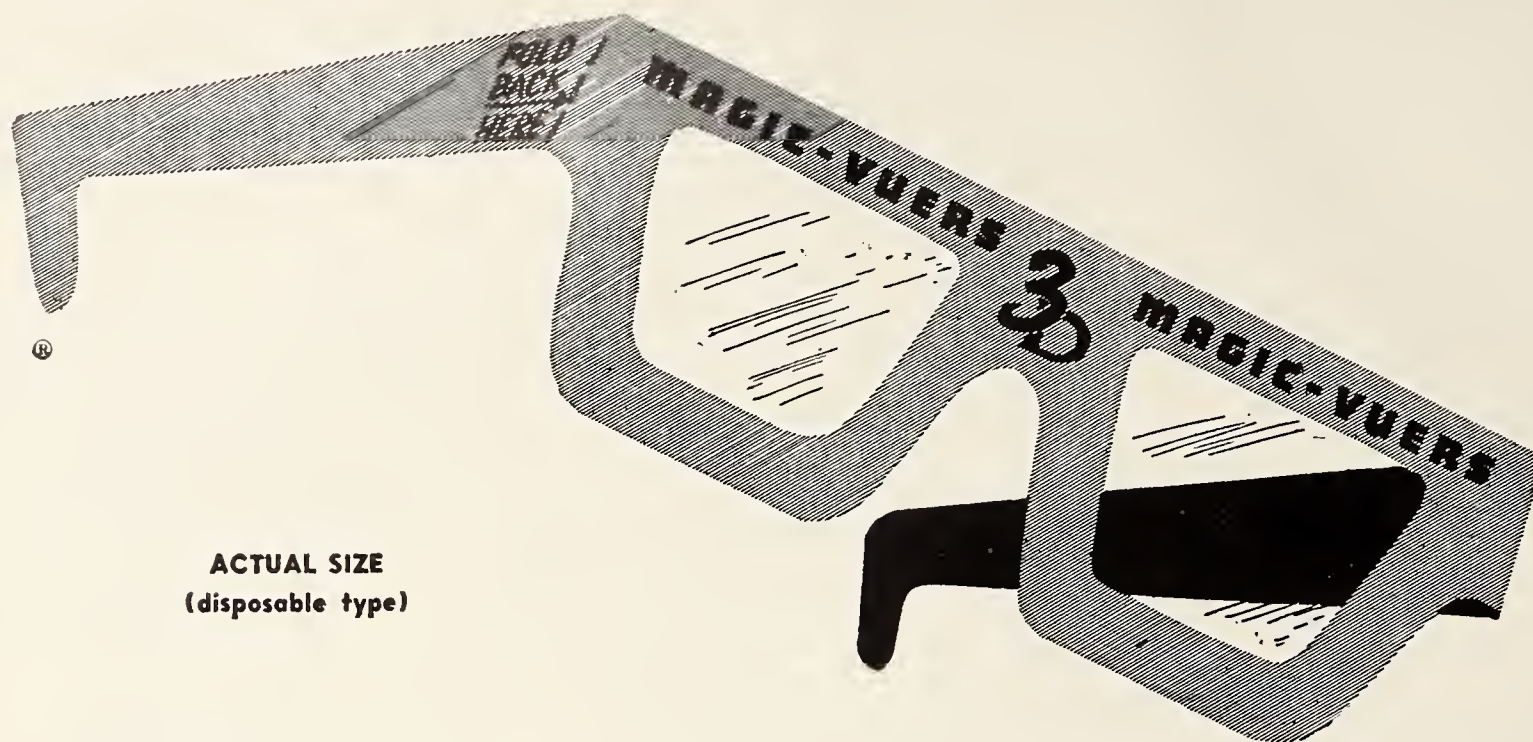
UNITED AIR LINES

(*From New York, plus tax)

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INCORPORATED

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ACTUAL SIZE
(disposable type)

The perfected POLACOAT viewer for 3-D

*— will soon be available through the 29
branches of the*

NATIONAL THEATRE SUPPLY

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MAGIC-VUERS

are manufactured by Depth Viewers, Inc., under one
or more of the following U.S. patents:

2,400,877	2,544,659
2,432,867	2,553,961
2,481,830	2,562,895
2,484,818	2,603,129
2,524,286	2,617,329

and other pending patents.

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 73. NO. 68

NEW YORK, U.S.A., THURSDAY, APRIL 9, 1953

TEN CENTS

3-D Invasion Tops Growth Of 'Talkies'

*New Era Spans 6 Months,
Sound Took Two Years*

By AL STEEN

The phenomenal mushrooming of three-dimensional pictures and wide-screen projection in the last three months dwarfs the growth of sound and talking pictures that made their debut in the 1920's. As of today, there are 10 3-D processes, requiring the use of viewers, but all basically the same. In the panoramic screen category there are 10 announced systems and probably many others in various stages of development. And the number of pictures scheduled to be made in the two media this year already has passed the 50 mark.

In the transition from silent to sound pictures, two years elapsed between the showing of Warner Brothers' "Don Juan," which had only musical accom-

(Continued on page 6)

Slack, Hughes Atty., Here; May Remain

Thomas Slack, attorney for Howard Hughes, is in New York from Houston and, according to reports, will remain indefinitely, headquartering in the RKO Building.

While Slack yesterday was reluctant to discuss the purpose of his stay, it was reported that it has to do with RKO Pictures' stockholders' suits naming Hughes.

Slack said there were no new deals on the fire for the purchase of Hughes' controlling stock interest in

(Continued on page 3)

'Wax' Preview Draws Industry Leaders

Industry leaders, celebrities and press representatives will attend the preview at the Paramount Theatre here tonight of Warner's "House of Wax," first 3-D film with stereophonic sound from a major studio.

The theatre will be closed at 4 P.M. today to complete arrangements for the preview, which is scheduled for 8:30 P.M. Regular public performances will start tomorrow morning.

(Continued on page 6)

Ohio ITO Reelects Pfister; Acts Against State Censors

COLUMBUS, April 8.—The convention of the Independent Theatre Owners of Ohio today reelected president C. F. Pfister and all the previous year's officers. The only change was the election of Horace Adams as second vice-president, and Park Belden, Akron, was the only new addition to the board of directors.

Big \$8,000 Opening Gross for 3-D 'Man'

A terrific opening day gross of \$8,000 was estimated for "Man in the Dark," Columbia's first 3-D production, at the Globe here yesterday. The brisk business topped the 18-month high for the Broadway house set last February by another 3-D attraction, Stereo-Techniques short subjects, which did \$5,000 on its opening day.

During the course of the day, there were no mechanical difficulties, management reported. Two projectors were used, with a two to three-minute changeover period at an appropriate time in the middle of the picture.

At its 18th annual conclave here, the exhibitors' unit also approved a resolution favoring State Senator Charles A. Mosher's bill to abolish Ohio's film censorship law. Charging that the state's motion picture censorship law is "unconstitutional, restrictive, capricious, arbitrary and an affront to human freedom," the group condemned it and pledged its best efforts to seek passage of Mosher's measure.

The resolution points out that the ITO of Ohio feels the number of prints available on feature pictures would be increased on the ability to

(Continued on page 3)

RCA Has A New Screen

CAMDEN, N. J., April 8.—"To meet a pressing need for the best possible combination screen for both three-dimensional motion pictures and conventional pictures," RCA Victor says it will introduce next month a special aluminum-coated screen of woven monofilament plastic.

The "Multi-Purpose Screen" is made without perforations, RCA stated, since the porous weave permits free passage of sound from the back-stage speaker or speakers to the seating area. The special weave, a spokesman said, "diffuses light into side-seating areas where it is needed most, and eliminates glare for patrons seated near the center of the theatre."

Laboratory tests carried out by

(Continued on page 6)

'Alger' Award to Adolph Zukor

Adolph Zukor, chairman of the board of Paramount Pictures, who this year is observing his 50th year in the film industry, yesterday became the first motion picture personality ever to receive one of the annual "Horatio Alger Awards" from the American Schools and Colleges Association. Zukor was one of 11 distinguished persons whose true-life "success stories" in rising from humble beginnings were honored in a ceremony in the Rain-

(Continued on page 3)

Senate Group Votes to Give Power Of Freezing Prices to President

Washington, April 8.—The Senate Banking Committee today voted to give the Administration power to impose a 90-day wage-price freeze in time of national emergency, but also included authority for the President to make any exceptions he wants to such a freeze.

This was taken as opening the way for the Administration to exempt from any freeze it might order at some future time all theatre admission prices and film rentals. These items, along with newspaper prices, advertising costs and certain other items, were free from price control both in World War II and in the post-Korean price control legislation.

Six Days of Hearings by Senate Group

*Three Days Each for
Exhibition, Distribution*

WASHINGTON, April 8.—The Senate Small Business Committee is drawing up plans for six days of hearings here on film industry trade practices—three days next week and three days the following week.

Committee officials are now lining up exhibitor witnesses to testify on April 15, 16 and 17. They said spokesmen from both Allied States Association and the Theatre Owners of America would be included, as well as other theatre owners who have submitted complaints to their Senators.

The following Wednesday, Thursday and Friday, April 22, 23 and 24, distributor spokesmen will be heard; also, representatives of the Justice

(Continued on page 3)

Newbery, Too, Plans 'Roving Kind' Role

Bruce Newbery will assume the role of a travelling general sales manager for Republic Pictures, visiting exchanges throughout the country for the next three months, it was disclosed here yesterday.

Newbery, who arrived Monday from England to take over the post vacated by James Grainger, now president of RKO Radio Pictures, said he would begin his cross-country jaunt next Wednesday or Thursday. His first stops will be Denver and

(Continued on page 3)

State-right Units Lined Up by Levin

LOS ANGELES, April 8.—Irving H. Levin, president of Filmmakers Releasing Organization, has nearly completed the list of exchanges and their respective heads for his newly-formed releasing company. Practically all of the state-right group are veterans in independent exchange operation and were appointed after meetings with Levin and Collier Young, production head of Filmmakers. The list follows:

John Mangham, Atlanta; Albert

(Continued on page 3)

Personal Mention

DAVID GOLDING, director of advertising-publicity for Samuel Goldwyn Productions, has returned here from Washington.

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the conventions of the Allied Theatres of Michigan in Detroit, to be held April 27-29, and of the North Central Allied Independent Theatre Owners in Minneapolis on May 4-5.

SAMUEL WEISS, owner of the Stamford and Avon Theatres in Stamford, Conn., and **ALEXANDER WEISS**, manager of Loew's Pitkin Theatre in Brooklyn, and their nine brothers held an annual reunion here Tuesday night.

WILLIAM Z. PORTER, Allied Artists home office field representative, has returned to Hollywood from a two-month trip in the Southwest and Midwest.

LOUIS LOBER, newly-appointed general manager of the United Artists foreign department, will leave here by plane on Sunday for a tour of the Far East.

EDWARD L. WALTON, executive assistant to J. R. GRAINGER, RKO Radio president, returned to New York yesterday from a tour of exchanges.

ARTHUR MANNE, formerly with Columbia, has been appointed sales manager of the Wonderbar division of Servel-New York Corp.

CARD WALKER, Walt Disney Productions advertising director, will return to Hollywood tomorrow after two weeks in New York.

HOWARD GOLDSTEIN, RKO Radio salesman in Albany, N. Y., has been discharged from Albany Hospital after undergoing an operation.

LAWRENCE KENT of 20th Century-Fox's London office will sail for England from here today aboard the S.S. *United States*.

GEORGE L. CARRINGTON, president of Altec and Altec Service, has arrived here from the Coast for a week's visit.

JACK MARSHALL, Dyersburg, Tenn., theatre manager, has been elected president of the local Rotary Club.

NAT LEVY, RKO Radio Eastern division manager, will return to New York tomorrow from Philadelphia.

E. F. VANDERHOEK, manager of the Westrex Co. Singapore branch, has arrived in New York from there.

J. J. DeBOER, manager of the Westrex Co. Colombia branch, is in New York from that country.

HAL ROACH, JR., TV film producer, has left Hollywood for a tour of television outlets.

Robbins Is Inducted As Cinema Lodge President

Martin Levine, retiring president of Cinema Lodge, B'nai B'rith, turned the gavel over to Burton E. Robbins, the new president, at a luncheon here yesterday at the Hotel Astor which was attended by more than 400 members and guests. Levine received a set of cuff links and studs as a gift from the members.

The induction of Robbins, National Screen Service executive, was handled by Judge Meier Steinbrink, honorary national chairman of the Anti-Defamation League. Al Schwalberg, chairman of the luncheon committee,

introduced Levine, who traced the progress of the lodge and predicted greater expansion of its activities. Harry Brandt was toastmaster.

Other officers inducted were Marvin Kirsch, Moses L. Kove, Milton Livingston, Joseph Maharam, Sol Rissner, Cy Seymour, Robert Shapiro, Al Wilde and Lou Wolff, vice-presidents; Jack Hoffberg, treasurer; David Kelton, secretary, and the following trustees: Max B. Blackman, Julius M. Collins, Harold Danson, Leo Jaffe, Louis A. Novins and Arthur H. Schwartz.

Judge's Death May Delay 'Ronde' Ruling

ALBANY, N. Y., April 8.—A decision on "La Ronde," expected from the Court of Appeals tomorrow or Friday, may be delayed due to the death of Chief Judge John T. Loughran. However, there will be decision days on subsequent Thursdays in April, and starting again on May 18.

Judge Loughran presided when the appeal by Commercial Pictures Corp., holder of the American rights to the French film, was argued in January. The Regents refused a license to "La Ronde" on the ground that it was "immoral and would tend to corrupt morals." The Appellate Division, by a 3-2 vote, upheld the board.

Broidy Here on AA Convention Plans

Initial discussions on Allied Artists first international sales convention, to be held May 18-20 in Miami, got underway here yesterday with the arrival of Steve Broidy, AA president, from the Coast.

Taking part in yesterday's talks with Broidy were vice-presidents M. R. Goldstein, Norton V. Ritchey, and Lloyd Lind, manager of exchange operations. Also slated for discussion with Broidy are national sales plans for "Cow Country," a Scott R. Dunlap production starring Edmond O'Brien, and "Roar of The Crowd," color production starring Howard Duff, which go into national release on April 26 and May 31, respectively.

Scenes from 'Trouble' On Sullivan Show

The Ed Sullivan "Toast of the Town" show will for the first time this Sunday night run scenes from a Warner Brothers production when clips from "Trouble Along the Way" will be seen on the CBS-TV coast-to-coast network. Charles Coburn, a star of the film, and Sherry Jackson, who is featured, will appear in person on the program.

Senate Okays Doerfer

WASHINGTON, April 8.—The Senate has confirmed John C. Doerfer to be a member of the Federal Communications Commission.

Delay Pre-trial Meet In ELC Suit Again

Another delay, this time until May 6, has been set for the pre-trial conference in the \$15,000,000 anti-trust suit brought by Chesapeake Industries against Loew's and RKO Theatres. The conference was originally slated for yesterday in U. S. District Court here.

Chesapeake Industries, as the owner of the now-dissolved Eagle Lion Classics, is pressing the suit, which charges ELC had been denied access to the New York market because of an alleged split by Loew's and RKO Theatres of film product. It was charged that this arrangement prevented any opening of the market here to ELC.

John O'Brien Heads M-G-M of Chile

John O'Brien has been promoted to general manager of M-G-M of Chile, reports Morton A. Spring, first vice-president of Loew's International Corp.

O'Brien joined M-G-M in 1938 as secretary to the general manager of Chile. He advanced to booker, head booker and salesman and in 1945 was appointed sales manager of Chile. He replaces Jack Tilden who resigned.

Press Guild Award To Fred Zinnemann

Fred Zinnemann will receive the Newspaper Guild of New York's annual Page One Award for motion picture achievement for his direction of "High Noon," United Artists release.

Joseph L. Mankiewicz, the Academy Award-winning director, will accept the award for Zinnemann, who is on location. It will be presented at the Guild's Page One Ball on April 17 at the Hotel Astor here.

Wappaus Joins UA Contract Staff

Herb Wappaus will join the United Artists contract department here under John Hughes on Monday, it was announced by general sales manager B. G. Kranze.

Wappaus, an industry veteran, formerly was head of the contract department of RKO Radio, with which company he had served for 16 years.

35 from the Press Go To Norfolk On 'Titanic' Junket

Press attendance this weekend at the three-way "Operation Titanic" at the U. S. Naval Amphibious Base, Norfolk, Virginia, will number 35 newspaper editors, nationally-syndicated columnists, reporters, and trade paper, wire and picture service representatives.

The party will leave New York Saturday morning to participate with a contingent of stars and Naval and military officers at the two-day event, to include an amphibious assault landing, the world premiere of 20th Century-Fox's "Titanic," and the Navy Relief Ball.

From Hollywood will come 20th Century-Fox's Debra Paget, Anne Francis, Byron Palmer and Jeffrey Hunter; while Nanette Fabray and Charles Coburn will travel to Norfolk respectively from California and New York.

The stars and correspondents will be joined and hosted by Admiral W. M. Fechteler, USN, Chief of Naval Operations; General L. C. Sheperd, USMC, Commandant, U.S. Marine Corps, and General John R. Hodge, USA, Chief, Army Field Forces.

Name Committees For Ga.-Ala. Meet

ATLANTA, April 8. — Committees have been appointed for the joint annual meeting of the Georgia Motion Picture Owners and Operators and the Alabama Theatre Owners, to be held at the Atlanta Biltmore Hotel May 31-June 1-2, as follows:

General program: E. D. Martin, O. C. Lam, C. L. Patrick, R. B. Wilby, Ray Edmonson, R. M. Kennedy; program ads: A. B. Padgett, Lam, J. H. Thompson, Kennedy; ladies activities: Mrs. J. S. Tankersley, Mrs. John Carter, Mrs. M. M. Osman, Mrs. W. M. Snelson; registration: W. M. Snelson, L. M. Stockton, J. A. Jackson, R. C. Cobb; entertainment: Stockton; hotel reservations: Thompson, John Hackney, T. E. Watson; Nominations: Lam, Snelson; resolutions: Tankersley, Willis Davis; distributors: Paul Wilson, Charles E. Kessnich; publicity: Judson Moses.

Stars Sustain Heavy Volunteer Activities

HOLLYWOOD, April 8. — Volunteer entertainment services of 121 Hollywood name personalities were scheduled last month by the Hollywood Coordinating Committee for a total of 287 personal appearances on 63 patriotic, public service and fund-raising benefit programs, it was disclosed here by George Murphy, HCC president.

A summary of activities lists 347 film and radio performers who entertained gratis in conjunction with 152 events during the first three months of this year.

Ohio ITO

(Continued from page 1)

borrow prints from out-of-state exchanges without penalty if the law were passed. It adds that many Ohio theatres are forced to get their films from Cleveland and Cincinnati although they are closer to Detroit and Pittsburgh, thereby increasing their shipping costs. The resolution further claims that 42 of the 48 states have no censorship.

Declaring that there is a bright future for independent exhibitors and films, Martin Quigley, Jr., editor of *Motion Picture Herald*, called theatres a basic part of community life.

Greatest Medium

Films are still the greatest mass entertainment medium, he said. Talk about 3-D and wide-screens stresses the optimistic side of theatre business, he added, while good attendance at exhibitor meetings is one evidence of continued vitality. Holding that the percentage of good pictures is higher than good books and plays, he stated that other forms of entertainment are diminishing in competitive impact. He said there has been too much emphasis on TV as competition compared with consumer buying being diverted to durable goods. He thinks that as such goods are paid for there will be more money for entertainment.

While 3-D offers new and better dramatic form for films, Quigley thinks overnight conversion is impractical and that many good standard films will do business. "I would go for 3-D in my theatre if I could write off installation in the first six films," he said. "I would install a wide-screen if I had a large theatre."

Ralph Heacock of the RCA theatre equipment division, said the Selsen motor was more flexible than mechanical interlocking devices in 3-D projection and that Cinerama is responsible for all of new projection methods. He said the CinemaScope lenticular screen will be excellent, but declined to say whether 3-D or wide-screens would be supreme two years from now. Screens will be developed that will be equally good for standard and 3-D films, he feels. He forecast the use of at least two in-car speakers per car for drive-ins if they install stereophonic sound. He said houses with only a 20-foot proscenium could use CinemaScope by proportional reduction in screen height.

Oppose Forced Admissions

Louis Wiethe, Cincinnati, chairman of the subsequent run clinic, said Paramount and Warner Brothers make no attempt to sell pictures. The group opposed forced admission hikes but said there is little objection to increased admissions for pictures like "Quo Vadis" and "The Greatest Show on Earth." The report stated, "The outlandish increases in admissions for 'Peter Pan' are not justified."

Leo Jones of Upper Sandusky urged exhibitors to contact their representatives in Congress and urge them to support the 20 per cent tax elimination bill in the House hearings April 20.

William Carroll, chairman of the Allied Caravan, said that aside from roadshows and pre-releases distributors have not been making demands for increased rentals. "Pre-releases and advanced admissions are destroying the foundation of the industry," said Carroll.

Martin Smith was given a plaque

Zukor Award No FCC Ruling For 2 Weeks

(Continued from page 1)

bow Room at Rockefeller Center, climaxed by the presentation of bronze plaques attesting to the manner in which the recipients had overcome handicaps of youthful hardships to rise to positions of leadership and international recognition.

In his acceptance speech, Zukor declared: "I very much want you to know that I have never been more sincerely thankful in my life than I am at this moment, when I have received the really great honor of being the recipient of this Horatio Alger Award."

"I have proudly and happily accepted the Award. I accept it not for myself alone. Rather, I accept it in the names of the many thousands of loyal associates, friends and co-workers, without whom I would not have been able to succeed. In their names as well as in my own, thank you very, very much."

Slack Here

(Continued from page 1)

RKO Theatres but he indicated that Hughes was willing to sell if the right kind of a proposition was made. However, he said, nobody as yet has been ready "to put the money on the line." It is understood that Hughes is not opposed to selling his theatres stock, but wants to retain his interest in the picture company.

The name of Harry Brandt came into the theatres-purchase picture this week when it was reported that he had conferred with Hughes in Las Vegas, Nev., last week. When questioned about the report yesterday, Brandt would make no comment. Also linked recently with the possible purchase of the RKO Theatres' stock was Fred Schwartz. Schwartz, too, has been noncommittal on the report. Sam Denbow, producers' representative, acting for unidentified principals, conferred with Noah Dietrich, Hughes' associate, in Hollywood recently on the possibility of a deal for either the Hughes' theatre or picture company stock.

at the banquet in honor of his anti-censorship fight and in appreciation of past services as president, treasurer and director of national Allied. Arthur Mayer was the chief speaker and Maurice Bergman was toastmaster. George Murphy was unable to be present.

Mayer Hails Advent Of 3-D Before ITOO

COLUMBUS, April 8.—The advent of 3-D and wide-screen processes was hailed here today as evidence that the industry has regained its courage and optimism by Arthur L. Mayer, former executive vice-president of the Council of Motion Picture Organizations.

Speaking at the annual convention of the Independent Theatre Owners of Ohio, Mayer said, "The advent of three dimension need not necessarily be accompanied by dementia. We will lose all of the benefits accruing to producer and exhibitor alike from the technological improvements in sound and perspective if we have a welter of conflicting systems, if there is no standardization of techniques and if, when a technique is adopted it requires equipment which can only be installed in a limited number of theatres."

WASHINGTON, April 8. — Federal Communications Commission officials said they thought it would be "another two weeks or more" before the Commission rules on the industry's compromise theatre television proposal.

They said it would probably also be some time before a Commission stand was announced on the request by Allen B. DuMont Laboratories that the FCC reconsider its ruling that Paramount Pictures controls DuMont.

The Commission has been tied up on other matters and has not been able to do more than preliminary work on these two issues, it was explained. Commission officials have been busy testifying before Congressional committees on appropriation requests, color television, educational channels and other matters.

State-right Units

(Continued from page 1)

Swerdlove, Boston-New Haven; J. Francis White, Charlotte; Albert Dezel, Chicago-Detroit; Jay Goldberg, Cincinnati-Indianapolis; Herman Beiersdorf, Dallas; Tom H. Bailey, Denver-Salt Lake; Charles Kranz and Irving Levin, Los Angeles; Donald Swartz, Minneapolis-Milwaukee; Harold F. Cohen, New Orleans; Jack Bellman, New York; Bert Stearn and Milt Brauman, Pittsburgh; Al Grubstick, San Francisco; Bernie Mills and Jack Berkson, Washington; Ray Lewis, Canada.

6 Days of Hearings

(Continued from page 1)

Department's anti-trust division and the Federal Trade Commission.

"Last week's hearings in California clearly established that a problem exists in the industry," one Committee official said. "We hope the further hearings will give us some better idea as to where the solution lays—whether in arbitration, more effective action by the government, new legislation, or just what. It certainly isn't clear so far."

Newbery Plans

(Continued from page 1)

Hollywood, he said, explaining that other trips will be slated later upon his return to New York.

Herbert J. Yates, Republic president, plans to leave here for the Coast either tomorrow or Saturday for conferences on product.

Bell President of 20th Family Club

Ulric Bell has been elected president of the 20th Century-Fox Family Club, Inc., for 1953, with Leo H. Israel, named vice-president, and Marion Murphy, secretary.

Members of the board are: Fred Bullock, Bernie Bozzone, Harry Reinhardt, Walter Bishop, Robert Warsk, Elsie Collins, Jim Cronin, Joe Angrisani, Doris Adelman, Mildred Carminar, Larry Ayres, Tommy Callahan, Fay Eichler, John Gallese, Romayne Griffin, John Culkin and Gertrude Stuttmann.

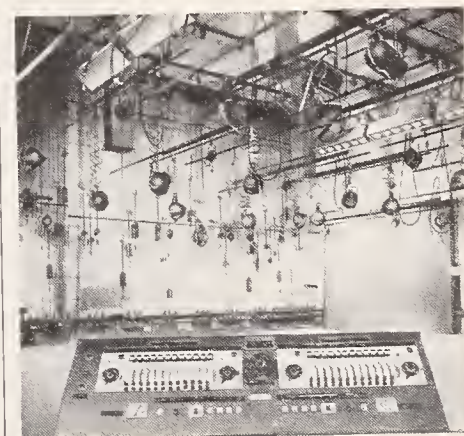
In the THEATRE Equipment World . . .

• • with RAY GALLO

"PEATROPHONE" is the name of a new automatic telephone-answering device, designed to take care of incoming calls by delivering a "talk-out" message from the subscriber to the person calling and by recording any message which the calling party wishes to leave. It has been developed by the Telephone Answering & Recording Corp., New York. The many uses of the new device, along with how it works, electrical and performance specifications, and a mechanical and physical description, are all contained in a booklet available from the company.

For the illumination of outdoor signs and billboards Ultra-Violet Products, Inc., of South Pasadena, Calif., has developed a new weather-proof black-light fixture. The unit, called the "Blak-Ray," has two self-filtering, long-wave ultra-violet tubes with a reflector especially designed to deliver greater intensity. Two white flood lamps (which are optional) can also be provided by the company as an integral part of the unit so that alternating black-light and white-light effects are obtainable.

Maximum production facilities of the Raytone Screen Corp., Brooklyn, N. Y., are being devoted to stereo screens for third-dimensional projection, and delivery is now set for April 30, according to an announcement from Leonard Satz of the company. The firm has also developed a "3-D stereo screen" paint for both drive-in and indoor theatres, which is now available for delivery.



Showing, above, the spacious Studio "A" of new television station WTVJ in Miami, Fla., one of the largest of such plants in the Southeast. Lighting units, supplied by Kliegl Brothers of New York, are distributed over the studio in a manner so as to provide illumination of scenes when and as needed with a minimum expenditure of time and effort. Control of the entire lighting installation is centered in a small console (in foreground of photograph) under the management of one operator.

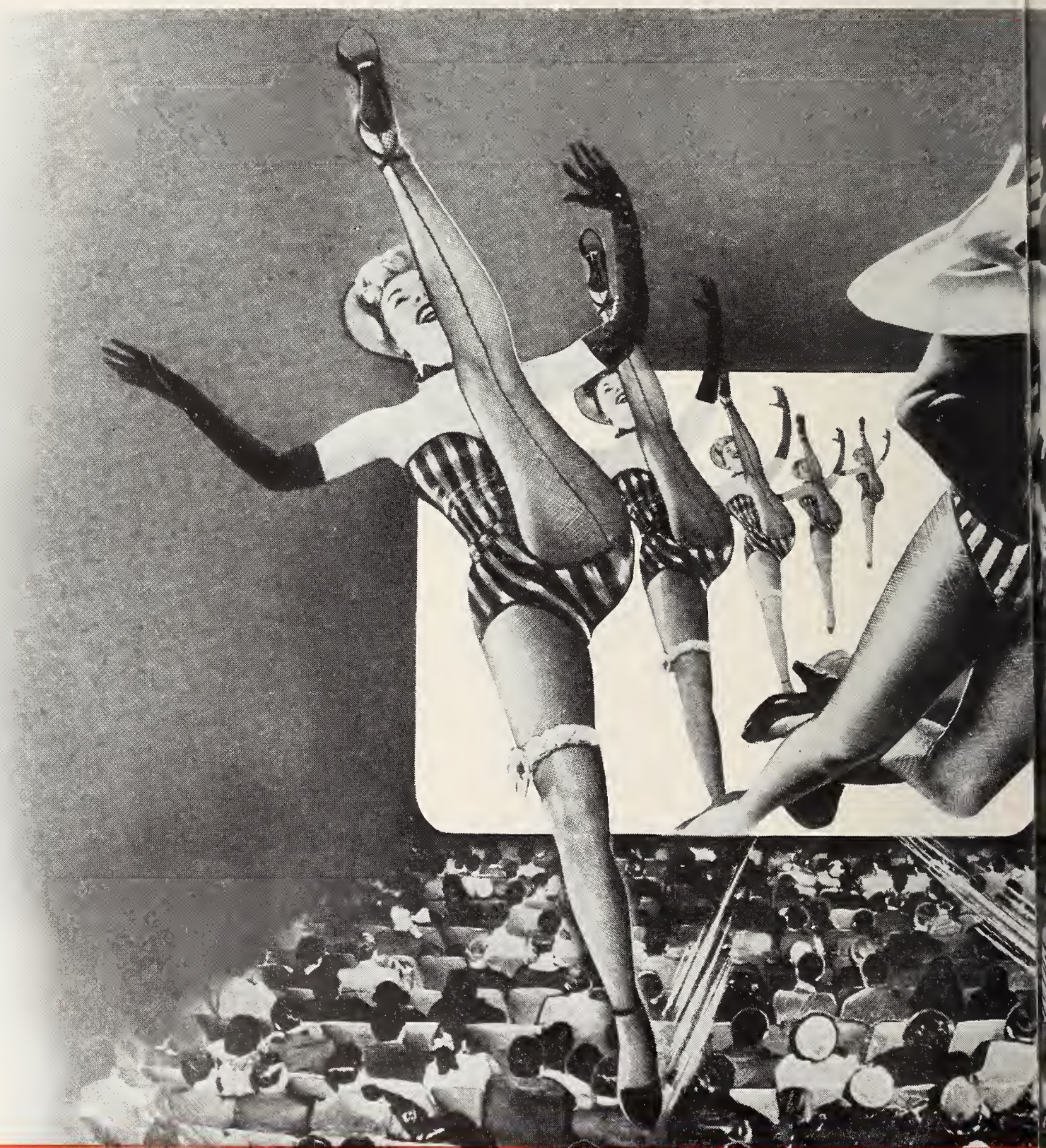
TOMORROW ^{AT THE} N.Y. PARAMOUNT

NATURAL VISION

3 DIMENSION

THE WAY

WARNER BROS



"HOUSE OF WAX"

Photographed in NATURAL VISION
3-DIMENSION Color by WARNERCOLOR

starring

VINCENT
PRICE

FRANK

LOVEJOY

PHYLLIS

KIRK

CAROLYN JONES
PAUL PICERNI

Screen Play by
CRANE WILBUR

Prod
BRY

UNT! A NEW ERA BEGINS!

PRESENT IT IN

HOUSE OF WAXTM AND INTRODUCING
THE PHENOMENAL

WARNERPHONIC SOUND

COLOR BY
WARNERCOLOR



Directed by
JOE JOY ANDRE de TOTH

AND NEXT WEEK IN LOS ANGELES, HOUSTON, FT. WORTH, SAN ANTONIO, DALLAS, LONG BEACH, CAL.,
PHOENIX — FOLLOWED IMMEDIATELY THROUGHOUT THE U. S., CANADA AND GREAT BRITAIN!

3-D Invasion

(Continued from page 1)

paniment on discs, and the unveiling of Warners' "Lights of New York," which was the first all-talking feature. In between, the same brothers Warner presented "The Jazz Singer," of which only the last reel startled the audiences with the singing of Al Jolson. Unequipped houses played the picture as a silent throughout. "Don Juan" made its bow in October, 1926. "The Jazz Singer" came along in mid-1927 and "Lights of New York" gave the kiss of death to silent pictures in August, 1928.

The speed with which the new medium has gripped the industry can best be judged by a review of the industry trade press since last November. But industry leaders are quick to admit that it was the public's acceptance in New York of "This Is Cinerama" that started the ball rolling back in September. Even during the production phase of "Bwana Devil," interest in the "freak" was passive; in fact, there was almost disinterest in the project by production leaders. Film companies continued to announce forthcoming programs but there was no mention of 3-D or wide screen productions.

The industry began to open its eyes on Nov. 21 when MOTION PICTURE DAILY revealed that United Paramount Theatres had booked "Bwana Devil" in a large number of houses and that RKO Theatres was dickering for the 3-D film. More interest was stimulated on Nov. 24 when Paramount disclosed that it was widening its 3-D research. But the bomb really exploded when "Bwana Devil" opened on the Coast to record-smashing business in December. And, at the same time, Sol Lesser's Stereo-Techniques short subjects had crowds standing in line to see a 40-minute program in Chicago, Boston and other situations.

Observers were still dubious about any change in the conventional method of exhibition until 20th Century-Fox shook the industry with its announcement of CinemaScope and the fact that all its future product would be made in that process plus a number of three-dimensional pictures. From that time forward, the race was on. It was quite obvious that Paramount and other companies had been quietly experimenting with various media and, in addition to their own processes, were preparing 3-D pictures via the Natural Vision or relative systems. Universal is the latest major company to come out with its wide screen device, while Ben Schlinger has announced a process called Variascope. A few more may make their appearances today.

In the 3-D bracket, there are Natural Vision, Ramsdell Stereo-Cine, Stereo-Techniques and processes developed by M-G-M, Universal, Paramount, 20th-Fox and Dunning, plus one just announced from Italy. While basically the same, the differences are on minor details of photography concerning interlocks and convergence.

The wide-screen field, as of now,

Reviews

"Fast Company"

(Metro-Goldwyn-Mayer)

THE sure hand of director John Sturges is evident in this film which moves along at a fast clip, making the most out of every humorous situation. The story is about an attractive girl, Polly Bergen, who inherits a race horse and tries to parley her acquisition into matrimony with handsome trainer Howard Keel, and should find a winning audience.

Aiding the horse-play are Marjorie Main, an outspoken motherly race-horse owner, and Nina Foch, the femme fatale. Polly Bergen acquires an eccentric horse that responds to music (when it hears a tune it really races). This secret is known only to trainer Keel, who tries to hoodwink pretty Miss Bergen to sell the animal, but in turn is finally won over by her charm. However, before the wind-up, there are a number of hilarious sequences, one of which is a fetching one with spirited Miss Bergen slightly tipsy. Then there are the race track characters who also draw many laughs.

On the whole, the film adds up to good fun, aided by a very competent cast and snappy dialogue. The screenplay was written by William Roberts and adapted by Don Mankiewicz, from a story by Eustace Cockrell. The producer was Henry Berman.

Others in the cast are Robert Burton, Carol Nugent, Joaquin Garay, Horace McMahon, and Sig Arno.

Running time, 68 minutes. General audience classification. For May release. MURRAY HOROWITZ

"Jamaica Run"

(Paramount)

HIGH adventure in a setting of modern-day Jamaica is offered in this Clarion production, the value of which is enhanced by color in Technicolor. As long as the film holds to its action format, the interest is high. However, it bogs down when the formula situation must stand on its own without climactic moments to dispel the improbability of the plot.

Offered as marquee names are Ray Milland, who portrays the captain of a vessel making the Jamaica Run, and Arlene Dahl, the attractive mistress of a leading Jamaican family. The story finds Milland in love with Arlene Dahl, but that love is frustrated due to Miss Dahl's concern about her family, composed of a sick mother who lives in the grandeur of her past and a ne'er-do-well brother. The family owns a run-down estate, the ownership of which is brought into question by a scheming Englishman who plots and murders in an effort to obtain the estate. The uncovering of his nefarious deeds offers many suspenseful moments.

Action highlights include an underwater knife duel, and a roaring fire.

Others in the cast are Wendell Corey, Patric Knowles, Laura Elliot, Carroll McComas, William Walker and Murray Matheson. Lewis R. Foster directed and wrote the screenplay, from a novel by Lionel Lindon.

Running time, 92 minutes. General audience classification. For June release. M. H.

Show Italian 3-D System in Rome

The first demonstration of an Italian three-dimensional color film was held in Rome for a group of U. S. film executives, according to dispatches from that city.

Victor Pahlen, U. S. producer, who arranged the showing, said he planned to employ the system in a picture starring Hedy Lamarr.

embraces Cinerama, CinemaScope, Vistarama, Magna (65 mm.), Paramount's Paravision, Universal (two) and Schlanger's Variascope, in addition to M-G-M's foreign property and others which have not gone beyond the announcement stage.

These systems, despite their similarity, point up the necessity for standardization. The situation is comparable to the infant film industry in the circa 1906 when each projector manufacturer had his own idea on the width of film. Credit is given by some historians to Don Bell and Albert S. Howell for the standardizing and the adoption of 35 mm. as the accepted width. According to the story, Bell was a projectionist in Chicago. He took his projector to a machine shop for repairs one day and met Howell, a machinist. A friendship developed out of which came the Bell and Howell Co. They introduced a film perforator in the 35 mm. size in 1908 and it was quickly adopted by the motion picture industry.

'Wax' Preview

(Continued from page 1)

Engineers and technicians have been working nights for the past two weeks equipping the theatre with the new WarnerPhonic sound system, involving the adding of 15 speakers to the theatre's standard five.

Frank Lovejoy, Vincent Price, Phyllis Kirk and Paul Picerni, stars of "Wax," are in New York from Hollywood to attend the preview and premiere. The picture, made in the Natural Vision process, is in Warner-Color.

New RCA Screen

(Continued from page 1)

RCA show that "the special weave is more satisfactory than smooth-coated screens, since the metallic-coated surfaces of the former do not have to be darkened to prevent hot spots or glare."

The new screen can be furnished in sizes up to 24 feet in height, in any width. The company's present line of "Synchro-Screens" for wide-vision theatre installations can also be procured with the new woven fabric covering.

'Ghost' Rights to Lippert

HOLLYWOOD, April 8.—American distribution rights to "Ghost Ship," independent production filmed in England, have been acquired by Robert Lippert.

NEWS

in Brief . . .

CHICAGO, April 8.—"Salome," which racked up \$14,301 in two days at the RKO Grand here, may hit a first week gross of \$40,000 if the current rate of business—called "phenomenal" for the 1,100-seat house—continues. With the help of advanced prices, it is leading top grosses at the house from "King Solomon's Mines" and the re-issue combination of "She" and "The Last Days of Pompeii."

MALONE, N. Y., April 8.—Alton B. Anderson, manager of Schine's Pontiac Theatre in Saranac Lake, and James LaFarr, manager of Schine's Malone here, were indicted yesterday on lottery charges—their houses operated a Bingo-type game called "Lucky."

The two men were accused of "offering property for disposal dependent upon drawing of a lottery." They were arrested by state police on Jan. 17 at their theatres.

Producer Frederick Brisson has suspended preparations for filming a picture in Spain this summer, due to 3-D uncertainties, and instead will concentrate on the production of Independent Artists' "You Can't Judge a Lady," which will star Rosalind Russell. He has arrived here from Hollywood for conferences with Miss Russell.

While in New York Brisson will arrange for the distribution of "You Can't Judge a Lady," and also will attend the New York opening of his RKO release, "Never Wave at a Wac," at the Astor Theatre on April 16.

After closing production and financial arrangements, Frank King, Hollywood producer and president of King Brothers Productions, Inc., has returned from Germany and announced the conclusion of arrangements to produce the company's next picture in Germany, starting approximately June 1. King will shoot his picture at Geiseltal Studios.

It is the present intention to produce the picture, entitled "Carnival," in color and to employ a new three dimensional method. An English language version and a German version will be produced simultaneously.

While in Germany, King viewed a new German process of the Zeiss Ikon Company, for three dimensional pictures for which he initiated preliminary negotiations to obtain exclusive rights.

BUFFALO, April 8.—The New York Circuit Court of Appeals here has affirmed a verdict in favor of Bordonaro Brothers Theaters, Inc., of Olean against three motion picture companies.

The verdict, reached in a jury trial in Buffalo before Federal Judge John Knight last May, was appealed by Bordonaro on the grounds it was "inadequate." The Bordonaro complaint was that the defendants—Paramount, Warner Brothers Circuit Management and RKO Pictures—had conspired to keep product from the Palace Theatre, which the plaintiffs operate in Olean, and instead, favored the Haven Theatre, which Warner Brothers operate in the same city.

The actual amount of the judgment is \$22,500, because under the anti-trust law the amount of the verdict for \$7,500 was trebled.

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 73. NO. 69

NEW YORK, U.S.A., FRIDAY, APRIL 10, 1953

TEN CENTS

Sees Shortage Of Polaroids Ending Soon

Gunzburg Cites Growth In Production Schedule

By MURRAY HOROWITZ

The end of the shortage in Polaroid throw-away spectacles in the near future was forecast here yesterday by Milton L. Gunzburg, president of Natural Vision Corp., which holds an exclusive distribution agreement with the Polaroid Corp.

Gunzburg made this forecast following conferences here with Polaroid Corp. officials on plans to increase the production rate from the current 2,600,000 pairs of spectacles per week to 6,000,000 weekly by April 25. That rate, too, will be increased, it was explained, subject to the demands of the market and plant facilities, rising to 8,000,000 pairs of spectacles weekly, if needed.

The following production-distribution schedule was announced:

(Continued on page 3)

NJ Allied Lists 40 In 3-D, Wide-Screen

To date, 40 three-dimensional and wide screen feature films and two 3-D short subjects are either planned, in production, or in release, according to a bulletin of Allied of New Jersey, which listed the productions.

The distributor, title of the films and remarks pertaining to the particular production, follow:

Twentieth Century-Fox: "The Robe," in CinemaScope, now shooting; "12 Mile Reef," CinemaScope, set to start production; "Inferno," in CinemaScope, set to start production.

(Continued on page 3)

WB Unveils 'Wax' At Paramount Here

Warner Brothers raised the curtain here last night on its initial three-dimensional picture, "House of Wax," at the Paramount Theatre before an audience largely composed of press representatives, industry leaders and celebrities.

Among those invited were Vincent Price, Frank Lovejoy, Phyllis Kirk, Paul Picerni, Major Albert Warner, and others.

(Continued on page 3)

Management by Proxy

THE recent press interview of Mr. Charles Green, a stranger to the motion picture industry yet evidently intent upon gaining control and management of the Twentieth Century-Fox Film Corp., was curiously revealing.

While Mr. Green is sharply critical of the management of the company, he acknowledges that he has been the purchaser of a substantial amount of the stock of the corporation. This apparent inconsistency is perhaps explainable. His stock purchases may have been for purposes other than investment. They may have been for the purpose of getting technically into a stockholder's position and from this point of vantage to trade himself into a controlling voice in the affairs of the company or into other gainful results suitable to his objectives.

Mr. Green appears in this situation out of a colorful background of similar exploits, some of which have been successful within the purview of the operation and some of which have not been. Under corporate law a stockholder has the right, if he is dissatisfied with the management of the corporation in which he owns an interest, to assert himself and demand a change in the management. The existence of this necessary safeguard for stockholders creates meanwhile an opportunity for any energetic, skillful and determined enterpriser to force his way into a corporation, not primarily for the purpose of bettering the affairs of the corporation, but rather for the purpose of gaining an individual profit. Many American cor-

(Continued on page 4)

'House of Wax'

(Natural Vision 3-D—WarnerPhonic Sound)
(Warner Bros.)

THE three-dimensional process takes a big step forward with Warners' first entry, "House of Wax," put on view at the Paramount Theatre on Broadway for a preview audience last night and being offered to the public starting this morning. It has many of the essentials which its predecessors in the new processes, whether 3-D or large screen, have lacked, namely, a dramatic story well adapted to the new method, careful preparation and painstaking production.

It is the first of the offerings in a new process which will stimulate favorable word-of-mouth comment for a dramatic achievement rather than a novel effect. Novelty it has, of course, but it does not stand alone. Its novelty is integrated with the story, heightening its dramatic and entertainment values. Importantly enhancing the distinguished results are WarnerPhonic sound, on public trial for the first time, and the WarnerColor process in which "House of Wax" is photographed.

The new sound recording is technically fine and its reproduction, last night, dramatically effective. Utilizing 20 speakers in the 3,650-seat Paramount Theatre, WarnerPhonic offered repeated evidence of its ability to provide both realistic and stage-like directional sound, in volume appropriate either to close-at-hand or distant sources. Mechanically, the theatre projection last night left nothing to be desired.

"House of Wax," as an item of merchandise, should be big box office everywhere, not alone as a novelty, as has been said, but as dramatic entertainment which utilizes its added technical properties so wisely and so well that what would ordinarily be a good motion picture has been made an outstanding offering. Moreover, it is of value to the industry in demonstrating unmistakably that 3-D, with polarized spectacles, can be a potent force in the industry's future when put to the showmanly purposes that it has been in "House of Wax." It provides valuable lessons for those who will follow in its path.

The Bryan Foy production has Andre de Toth directing a proficient cast in a macabre story of the forays of a mad killer who uses his victims as models for figures for his wax museum. The story's basic situations of terror, menace and suspense are forcefully heightened by the realism of the depth vision and stereophonic sound, with excellent assists from the camera work and musical score.

Vincent Price as a sensitive sculptor who has peopled his wax museum with historical characters, becomes a monster when his museum and its con-

(Continued on page 3)

Krim Lists 65 from UA In 18 Months

Says Product Adaptable To All Screen Media

By AL STEEN

In order to assure exhibitors here and abroad of plenty of product



Arthur Krim

during the "time lag" between now and the ultimate standardization of new screen media, United Artists will release 65 pictures in the next 18 months, Arthur Krim, president, said here yesterday in one of his periodic "progress reports" to the trade. Krim said that every one of the pictures would be delivered in conventional versions whether or not they are available in 3-D or wide-screen. In ad-

(Continued on page 4)

Walsh Halts Strike Of 'Change Workers

A walkout by the front office employees of the New York film exchanges was averted last night when Richard Walsh, president of the International Alliance of Theatrical State Employees, rescinded a strike notice posted by Local H-63. The strike had been set for 6:00 A.M. today.

In rescinding the strike order, Walsh assured the exchange workers that every effort would be made to arrange a meeting between the local union and the exchange.

(Continued on page 4)

Citizens Group to Fight O. Censor Law

COLUMBUS, Ohio, April 9.—Formation of a state-wide "Citizens Committee" to support repeal of Ohio's censorship law was announced here today.

The group, which includes Ohio's Louis Bromfield, author, called on all Ohioans to support a bill to repeal the state's 40-year-old censorship statutes. The bill (Senate Bill No. 159) would repeal the law.

(Continued on page 4)

Personal Mention

WOLFE COHEN, president of Warner International, will leave here by plane Monday for the Far East.

GEORGE H. MACKENNA, general manager of Basil's Lafayette in Buffalo, has been named general chairman of the annual \$25-a-plate Grover Cleveland Dinner of the Erie county Democratic committee.

CHARLES SCHLAIFER, president of the ad agency bearing his name, will be the featured speaker on the program, "Your Mental Health," over NBC Sunday at 11:30 P.M.

BRYAN (BUCK) STONER, 20th Century-Fox assistant Western division manager, is at the Desert Hospital, Palm Springs, Cal., following a heart attack.

MIKE SIMONS, assistant to H. M. Richey, M-G-M exhibitor relations head, returned to New York yesterday from Columbus, O.

MAX YOUNGSTEIN, United Artists vice-president, left here for Philadelphia yesterday and will return on Monday.

EDWARD L. HYMAN, AB-PT vice-president, will be in Buffalo from here over the weekend and from there will go to Rochester and Detroit.

NORMAN ELSON, president of Guild Enterprises, and **MRS. ELSON** will leave here for Europe today aboard the *S.S. Liberte*.

HOWARD STUBBINS, co-owner of the Allied Artists West Coast franchise, has returned to Los Angeles from a holiday visit to Phoenix, Ariz.

TED TODDY, president of Toddy Pictures, has returned to Atlanta from a Florida visit.

Day-Night Premiere In L.A. for 3-D 'Man'

HOLLYWOOD, April 9.—Columbia today announced its 3-D "Man in the Dark" will be given a round-the-clock opening at United Artists Theatre here April 17, running continuous from nine that night to the next morning with players making personal appearances at 10 and two. The theatre is located about four blocks from the Warner Downtown where the 3-D "House of Wax" premieres the same round-the-clock date.

Deluxe Building Color Laboratory

Deluxe Laboratory is building a natural color print processing plant here. Allan Freedman, president, says the plant will be ready by July 1. It will have a capacity of 2,000,000 feet weekly. Color prints will be made with Eastman, Ansco, Du Pont, and other color processes.

AA Set for Any Panoramic, 3-D Process, Says Broidy

Allied Artists is geared to move in either direction, 3-D or wide screen, upon public acceptance, but in the meantime the company will continue on its previously established program, president **Steve Broidy** said here yesterday.

With some companies curtailing production while awaiting the standardization of the media, Allied Artists can call on a number of important people in production, and the studio is capitalizing on the situation, Broidy said. In the intervening time before



Steve Broidy

the media trend is definitely established, AA has a lineup of pictures which will fill the possible void, he declared.

Allied Artists has one picture in three dimensions, but the studio will fulfill its commitment for standard product unless there is a complete reversal of policy caused by unforeseen circumstances, the AA president said. Broidy admitted that his studio technicians are experimenting with various processes, indicating, however, that they are refinements of existing methods. It would not be logical, he said, to come up with a process that would be adaptable only to the company's own pictures. But when the time comes that a method becomes standard, Allied Artists is ready to join the parade, he added.

Broidy left for the Coast last night, after two days here and in Washington.

Ask Policy on 3-D Vs. Standard Films

CHICAGO, April 9.—Concerned by the increasing trend to 3-D and wide-screen production, Jack Kirsch, president of Illinois Allied, speaking for "small theatre owners, who will be unable to install expensive 3-D and wide-screen equipment for possibly some time to come," has asked the majors what their future plans are for the production of standard films.

Fearful lest there "be a serious lessening in the supply of 2-D pictures to keep their theatres operating while the frenzied race for converting studios to the production of third dimensional pictures continues," these theatre owners have had Kirsch ask for information on the following:

(1) future plans "concerning the production of 2-D pictures";

(2) the outlook as to the approximate number of pictures a company contemplates producing and distributing during the coming season for the consumption of the type of theatres mentioned;

(3) whether any of the 3-D or wide-screen pictures which a company is now producing will also be available in standard versions, and

(4) "what assurances, if any, can these theatres be given that their continuance in business will not be jeopardized by any serious cut-back in 2-D production."

Declaring that the small theatres represent "a large and important segment of the industry," Kirsch said that "if any of them are compelled to close because of a lack of quality 2-D pictures," it would be calamitous.

Executives to whom Kirsch wrote were: Jack Cohn, Columbia; Nicholas M. Schenck, Loew's; Barney Balaban, Paramount; James R. Grainger, RKO Radio; Spyros P. Skouras, 20th Century-Fox; Arthur B. Krim, United Artists; Alfred E. Daff, Universal, and Jack L. Warner, Warner Brothers.

French to Set Up IFE-Type of Firm

Formation of a French counterpart in the United States of Italian Films Export insofar as the promotion and exploitation of French pictures are concerned is being blue-printed by Robert Cravanne, general manager of Unifrance, a semi-government agency which was organized in France several years ago for the exportation of French films.

Cravanne discussed the plan a few weeks ago in New York with representatives of the newly-formed Independent Motion Picture Distributors Association. While the French group is expected to devote itself primarily to the stimulation of interest in French films, the tentative plan also calls for the New York office to serve as sales representative for French producers, working closely with U.S. distributors of their product.

Cravanne currently is in Mexico and will return to New York shortly, after which he will return to Paris to present his plan to French producers. If the idea is accepted, the unit may start operations by mid-summer.

Mayer Sees Bright Industry Future

A bright future for the industry, spurred on by the advent of 3-D, was forecast here yesterday by Arthur L. Mayer, former executive vice-president of the Council of Motion Picture Organizations.

The occasion was a luncheon in his honor given by the Associated Motion Picture Advertisers at the Hotel Piccadilly marking the publication of Mayer's book, "Merely Colossal."

On the dais with Mayer were Al Florsheimer, Jerry Pickman, Charles McCarthy, Ned E. Depinet, Si Seadler, Harry McWilliams, Jesse Lasky, Max Youngstein, Bosley Crowther, Lige Brien, S. Barrett McCormick, and Burton E. Robbins.

1st '53 QP Awards Judging Today

The first quarterly Quigley Showmanship Awards judging of 1953 will take place in the Managers' Round Table office of *Motion Picture Herald* here this morning. The judges will be:

Lige Brien, United Artists national director of special events; Albert Floersheimer, Jr., Walter Reade Theatres advertising-publicity head, and Charles L. Franke, Paramount trade press liaison.

UAT Leases Buffalo House for Magna

BUFFALO, April 9.—The Regent Theatre here has been leased for experimentation of the new Magna 65mm. wide-screen process by the United Artists Theatre Corp., which owns a 40 per cent interest in the Magna Corp.

The Regent was selected because of its proximity to the Buffalo plant of the American Optical Co., which has contracted to manufacture Magna equipment. The period of the lease, it was disclosed, runs from four to six months.

Wadsworth Konczakowski, Jr., Regent manager, said a special giant screen will be installed. William Peck, president of the American Optical instrument division, said the tests will be limited to camera projection with the new lens system. Dr. Brian O'Brien, vice-president in charge of research at American Optical, will direct the experiment.

Mead New Chairman Of Newsreel Group

Tom Mead, managing director of Universal Newsreel, has been named chairman of the Motion Picture Association of America's newsreel committee. Mead succeeds Walton Ament, vice-president and general manager of Warner-Pathe News.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

DORIS DAY • GORDON MacRAE

"BY THE LIGHT OF THE SILVERY MOON"

Color by Technicolor — A Warner Bros. Picture
Plus The Music Hall's Great Easter Stage Show

NATURAL VISION

3 DIMENSION

WARNERPHONIC SOUND

HOUSE OF WAX

WARNERCOLOR starring VINCENT PRICE

FRANK LOVEJOY • PHYLLIS KIRK

PARAMOUNT

in person

EDDIE FISHER

HUGO WINTERHALTER AND ORCHESTRA

THE BEACHCOMBERS

JOEY FORMAN

Midnight Feature

Industry Meeting On JDA Campaign

Executives of the industry will attend a luncheon-meeting on April 16 at the Hotel Astor here to plan support of the 1953 Joint Defense Appeal, it was announced by William German, president of W. J. German, Inc., and chairman of the amusements division of the drive.

The industry is helping JDA raise New York's share of \$5,000,000 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Gunzburg Says

(Continued from page 1)

tion companies, Gunzburg disclosed, have placed deposits for orders with Polaroid: Metro-Goldwyn-Mayer, RKO Pictures, United Artists, Columbia, Paramount, Warner Brothers, Universal and Sol Lesser. The extent of these orders indicates the mushrooming growth in the 3-D field. Gunzburg estimated that 65,000,000 Polaroid spectacles are currently on order and that from 19,000,000 to 20,000,000 Polaroid glasses already have been used by 3-D patrons.

Gunzburg said the price to exhibitors for Polaroids would remain at 10 cents per pair, despite the increase in production. The Natural Vision president, emphasizing his statement about the end of the shortage shortly, saw an abundance of Polaroid spectacles available in the near future. He cited plans for the month of June when there will be 26,000,000 pairs available for delivery.

Gunzburg, also here to see last night's preview of "House of Wax" at the Paramount, said three pictures are currently set for Natural Vision 3-D filming; they are: "Arizona Outpost," RKO Pictures; "The Maze," Allied Artists, and "Moonlight," a Joseph Bernhardt production to be released through Warner Brothers. He said that Natural Vision production equipment now available limits the number of productions to three features at one time. "House of Wax," a Warner release, was filmed in Natural Vision.

The system utilized to assure producers a supply of Polaroid spectacles was explained by Gunzburg. The producer places a 10 per cent deposit with the Polaroid Corp. covering the cost of the raw material needed for the specified number of spectacles ordered. This 10 per cent deposit is returned to the producer as exhibitors draw upon the order, Gunzburg added. He emphasized that no preference is shown to any company or any 3-D system.

Gunzburg's exclusive distribution contract with Polaroid Corp., it was stated, expires on July 15, when it is up for an extension. The Natural Vision president said he plans to return to the Coast tomorrow.

Albany Variety to Golf

ALBANY, N. Y., April 9.—The local Variety Club will stage its annual golf tournament at the Shaker Ridge Country Club on June 12. Chief Barker Jules Perlmuter has appointed Nate Winig, former chief barker, as chairman.

'House of Wax'

(Continued from page 1)

tents have been destroyed in a fire set by his partner, Roy Roberts, whose aim it was to collect the insurance. Price, mutilated in the fire and left for dead, stalks and throttles Roberts, beginning a murder career during which he uses the bodies of his victims as models for the wax figures with which he begins a house of horrors. Roberts' girl friend, Carolyn Jones, is the next victim. In each case the bodies are stolen from morgues by the murderer.

Phyllis Kirk, as Miss Jones' roommate, is singled out by Price as another victim but she manages to elude him, once in a night chase and again in the home of friends, played by Angela Clarke and Paul Picerni. Through the acquaintance of the latter with Paul Cavanagh, who is financing Price's new museum, they meet the sculptor, disguised with a wax face of his own creation to hide his fire-mutilated countenance.

Miss Kirk's suspicions are aroused when she views the wax likeness of her murdered roommate in Price's museum, bearing details which he fails to explain to Miss Kirk's satisfaction. Subsequently, visiting the museum to meet Picerni, whom Price has employed as a sculptor, Miss Kirk is trapped by the madman during Picerni's absence. Fighting Price off, she displaces his wax facial mask and recognizes him as the monster who has twice before pursued her. Price prepares to encase her in boiling wax when Picerni returns. He, too, is attacked by Price. Police who, meanwhile have been on the trail of the murderer, arrive in time to rescue the couple and apprehend Price.

The 3-D process is used almost exclusively to heighten the dramatic and melodramatic facets of the story by Charles Belden, and screen play by Crane Wilbur. Exceptions are limited to a can can dance sequence in a beer parlor, in which the camera made much of the kicking legs of the chorus, and again when a barker for the wax museum attracted crowds by batting a ping pong ball tethered to a rubber band in all directions, including the audience's faces. Elsewhere, it was restricted, wisely, it seemed, to story-telling.

Running time, 88 minutes. General audience classification. Release date, April 25.

SHERWIN KANE.

List 40 Features

(Continued from page 1)

3-D, now shooting for August release; "Waterfront," 3-D, set to start shooting; "Man Who Stole the Sun," 3-D.

Warner Brothers: "House of Wax," 3-D to be pre-released today; "Burning Arrow," 3-D; and "Dial M for Murder," 3-D.

Metro-Goldwyn-Mayer: "Arena," 3-D, now being edited; "Brigadoon," 3-D; "Huck Finn," 3-D; "Kiss Me Kate," 3-D, starts shooting April 10; "Knights of the Round Table," CinemaScope.

Columbia pictures, all in 3-D, are: "Fort Ti," to be released April 21; "Miss Sadie Thompson," and "Man in the Dark," in release.

Six Paramount 3-D films are: "Knock on Wood," also set for large screen; "Sangaree," for May release; "Leiningen vs. Ants," in production; "Conquest of Space," to start in June; "Three Sisters from Seattle," now shooting, and "Money from Home," in production. The three 3-D films set for Universal are: "It Came from Outer Space," finished; King Cole & Russ Morgan, a completed two-reeler, and "Wings of Hawk."

Three for United Artists in 3-D are: "Bwana Devil," in release; "I, the Jury," in production; and the Marciano-Walcott bout. The following 3-D features are slated by RKO Radio Pictures: "3-D Follies," for May release; "Louisiana Territory," for May release; "Second Chance," in production; "Arizona Outpost," in production; "Son of Sinbad," in production; "White Swamp," to start April 15; "French Line," to start April 20; "Thunder in the North," to begin May 15.

Others include: "The Maze," 3-D, Allied Artists; "Paint Your Wagon," Cinerama; "Tarantula," to be produced in 3-D by Andy Stone; "Mata-dor," to be produced in 3-D by Jose Ferrer; "Robot Monster," a 3-D production which Al Zimbalist is now shooting; and a two-reeler titled "Atom Bomb Tests," in 3-D by Ber-man Schwartz.

Orders for 105 More CinemaScopes

Orders for CinemaScope installations have been received by 20th Century-Fox for 105 additional situations.

A. H. Blank of Tri-States Theatres, Des Moines, ordered CinemaScope for the Orpheum, Omaha, and the Des Moines, Des Moines. C. O. Fulgham, Video Independent Theatres, Oklahoma City, ordered 67 installations. Sidney Lust Theatres placed 11 orders.

"Wax" Unveiled


(Continued from page 1)

Barney Balaban, Leonard H. Golden-son, Adolph Zukor, Ben Kalmenson, Si Fabian, Mort Blumenstock, James R. Grainger, Ned E. Depinet, David Sarnoff, Frank M. Folsom, Herbert J. Yates, G. S. Eysell, Russell V. Downing, Jack Cohn, Abe Montague, N. B. Spingold.

Also, Nicholas M. Schenck, Spyros P. Skouras, Arthur B. Krim, Robert W. Weitman, Nate J. Blumberg, Milton Rackmil, George Skouras, Fred Schwartz, Harry Brandt, Walter Reade, Jr., Julius Joelson, Jack Hatten, Frank Fowler, Jules Liggett, Irving Dollinger, Charles Moss, Louis Schine, Richard Kriebel, Matty Fox, Eliot Hyman, Joseph McConville, Sam Burger, Richard Altschuler, Al Crown, Sig Kusiell, Arnold Picker and many others.

Set IFE Film Premiere

"Bellissima" the new Italian film starring Anna Magnani will have its American premiere at the 60th Street Trans-Lux Theatre here. The I.F.E. Releasing Corp. is distributing the picture. It will follow the run of "Justice Is Done."




IN BALTIMORE

Pictorial Review

SUNDAY SUPPLEMENT OF
THE AMERICAN
IS PROUD TO CARRY
A FULL COLOR PAGE
ON COLUMBIA PICTURE'S

SALOME



65 from UA

(Continued from page 1)

dition, UA will step up its release schedule from three to four features a month.

Of the 65 pictures, 34 are completed, 10 are in production and the balance will go before the cameras within the next six months, Krim said. Thirty-two of the productions will be in color. Krim said UA was now examining its inventory in order to take steps to adapt product to stereophonic sound and large-screen exhibition. "Melba," as well as other upcoming product, will be available in stereophonic sound.

Krim said that it was only natural that there would be a "time lag" before all theatres are equipped to handle all processes. The time lag, he said, probably would be shorter for the larger situations and longer for rank-and-file houses. In deciding what the company should do in the interim, Krim said it was necessary to reassess the functionings of the industry and to meet the responsibilities it owes to the exhibitors and the independent producers.

UA, he said, wants to protect the rank-and-file exhibitors during the transition which he believes will consume about 18 months in this country and a longer period overseas. He said it would be "tragic" if a single screen were lost to the industry if it could be preserved by decisive action.

As to the responsibility to independent producers, Krim said that the needs of the exhibitors could be served to their economic advantage. Under UA's own liquidation pattern, 75 per cent of the playoffs can be achieved in the first six months after release, with the balance played off in the next six months, thus realizing the bulk of the potentials in approximately a year.

Krim said he felt that the independent producer would swing into greater action in the next six months and that they would not line themselves up with any one process. The independent producer, he said, is fully protected if he goes forward in conventional pictures provided he has the right story and production ingredients. There is always a place for a good picture, regardless of the elements of a new media, he said.

The progress of "Bwana Devil" was described by William Heineman, vice-president and general sales manager, who said that the 3-D picture had played in about 400 theatres to date and that he expected 1,200 houses to be equipped for three-dimensional projection by early summer.

Heineman said that three drive-in theatres in Chicago had played the picture successfully by using metallic paint on their screens and that other

Management by Proxy

(Continued from page 1)

porations, great and small, have from time to time found such a maneuver a heavy and perplexing burden of management.

Whether Mr. Green is primarily intent upon bettering the affairs of the Twentieth Century-Fox Corp., and incidentally his own as a stockholder, or whether he has other plans and intentions in mind will become more clear as his threatened proxy contest reaches its climax in the corporation's annual stockholders' meeting next month.

Although Mr. Green summoned the press to meet with him for the purpose of hearing his plans and intentions for the Twentieth Century-Fox Corp., very little information indeed was revealed. If he has a scheme for bettering the affairs of the company he did not disclose it. His criticisms of management were vague and indefinite. Strange enough, he said he considered the future of the American theatre as irrelevant to his plans.

IF Mr. Green proceeds with his plans and if they should approach anything in the way of fruition there obviously will be created a situation of immediate and drastic concern to the theatre operators of the United States and of the world. What Mr. Green might be able to bring to the company in the way of a betterment in corporate operation is by no means clear. But exceedingly clear is the fact that he is a novice from another world with respect to matters having to do with the production and the promotion of entertainment. In his press interview he referred to Eidophor as another kind of CinemaScope.

The appearance in the Twentieth Century-Fox company of a financial enterpriser, however adroit and skillful, would solve no problems for the company or for its customers in this critical period of readjustment in the affairs and operations of the industry. Submergence of such key personalities as Mr. Spyros P. Skouras and Mr. Darryl F. Zanuck would be disastrous. These able and experienced executives, together with the many other able and experienced executives of the management of the company, will have the hearty goodwill and the active support of all branches of the industry in the proxy contest which Mr. Green is engineering.

Mr. Green's undertaking will involve a wasteful diversion of executive attention. It is possible that it may confuse some shareholders who are not in a position to know first-handedly the Skouras record of constructive leadership since he assumed the presidency of the company, the Zanuck record of production performance which is among the most distinguished in the history of motion pictures and the fact that the company, under the Skouras administration, enjoys a high reputation with its principal stockholders, its customers and in the financial world.

Mr. Green's plans seem to simmer down to the familiar tune, "Anything You Can Do I Can Do Better." It is seldom a convincing number and is not likely to be in this case, as was predicted recently in a letter to clients from one of the foremost investment advisory services.

—Martin Quigley

drive-ins were planning to do likewise. In the 16 Canadian engagements to date, every theatre broke all house records, he said. There have been a few spots where subsequent run engagements did not meet expectations, but that even in such situations grosses were well above average. There is no shortage of glasses at the moment as far as UA is concerned, having received 2,500,000 pairs in a week.

Krim will leave Tuesday for Europe for a six-week stay. Other executives attending the press parley were Robert Benjamin, board chairman; Max Youngstein, vice-president, and Arnold Picker, foreign department head.

Finished Product

AAN, Sol Lesser; CHALLENGE THE WILD, Frank O. Graham; CROSSED SWORDS, J. Barrett Mahon and V. Vassartotti; CROSTOWN, Edward Small; FIREBIRD, Sol Lesser; FORT ALGIERS, Joseph N. Ermoloff; GENGHIS KAHN, Manuel Conde; GILBERT & SULLIVAN, Frank Lauder and Sidney Gilliat; GIRL IN ROOM 117, Jules V. Levy and Arthur Gardner; GIRL ON THE VIA FLAMINIA, Anatole Litvak; GOLDEN ARROW, Anatole de Gruinwald; MAHATMA GHANDI—20TH CENTURY PROPHECY, Commentary—Quentin Reynolds.

Also, MELBA, S. P. Eagle; MY HEART GOES CRAZY, Wesley Ruggles; PHANTOM

FROM SPACE, W. Lee Wilder; RAIDERS OF THE SEVEN SEAS, Edward Small; RETURN TO PARADISE, Theron Warth; SHOOT FIRST, Raymond Stross; SONG OF THE LAND, Harrison Roberts; SOUTH OF ALGIERS, Aubrey Baring; STREET OF SHADOWS, W. H. Williams; THAT MAN FROM TANGIER, Elemsee Overseas; THE ASSASSIN, Betty E. Box; THE FAKE, Steven Pallos.

Also, THE MARSHAL'S DAUGHTER, Ken Murray; THE MOON IS BLUE, Otto Preminger; THE NEANDERTHAL MAN, Wisberg-Pollenfen; THE SCARLET SPEAR, George Breakston and Ray Stahl; THE TWONKY, Arch Oboler; THE VILLAGE, Lazar Wechsler; THERE IS NO ESCAPE, Alexander Paal; TOMBSTONE EXPRESS, Edward Small; VOLCANO, William Dieterle; WAR PAINT, Howard Koch.

In Production

BEAT THE DEVIL, John Huston; DAY'S MISCHIEF, Antony Darnborough; I, THE JURY, (3-D), Victor Saville; JOHN SMITH & POCAHONTAS, (3-D), Edward Small; MILLION DOLLAR BANKNOTE, J. Arthur Rank; RING AROUND SATURN, Nassour Brothers; SABRE JET, Carl Krueger; SCREAMING EAGLES, Edward Small; SHARK RIVER, John Rawlins; STEEL LADY, Edward Small.

In Preparation

CAMEL CORPS, Edward Small; CANNIBAL ISLAND, Edward Small; CAPTAIN JAN, Brian Desmond Hurst; CHIEF CRAZY HORSE, Edward Small; FLIGHT INTO DARKNESS, Don Appel; HUMAN CARGO, Wm. Rowland; INDIAN FIGHTER, King Brothers; KHYBER PASS, Edward Small; KING SOLOMON'S

Censor Law

(Continued from page 1)

was introduced by Senator Charles A. Moshier. Hearings on the measure are to be held on April 20 before the Senate Education and Health Committee.

In a statement announcing the formation of the committee, a spokesman said:

"We think the time is long overdue to return to the people of Ohio the right—and the responsibility—to make their own choice of what they may see or hear on theatre screens.

"We think also it is about time to bring Ohio law in line with a ruling by the Supreme Court of the United States last year which said that the motion picture—like the press—is 'included within the free speech guaranty of the First and Fourteenth Amendments' of the U. S. Constitution."

Initial members of the committee include the following, in addition to Bromfield:

Grauman Marks, former president, Cincinnati Bar Association; Mrs. Fronia Sexton, president, Citizens National Bank, Ironton; Oliver Schroeder, Jr., Western Reserve University; W. Ward Marsh, newspaper columnist; William Wolfarth, Department of Audio-Visual Aids, Canton Public Schools; Martin Smith, former president, Independent Theatre Owners of Ohio, Toledo; Rev. John H. Burt, pastor, St. John's Episcopal Church, Youngstown.

Grainger Tribute In Sales Drive

J. R. Grainger, president of RKO Radio, will be honored by his sales organization May 29-June 25 in the final four weeks of the company's "25th Anniversary Drive."

Goal of all branches during the period will be to record the greatest number of feature and short shipments in the history of RKO.

Among pictures in the drive, which got under way March 6 for 16 weeks, are "Split Second," "The Sea Around Us," "Hans Christian Andersen," "Peter Pan," "Never Wave at a Wac," "Angel Face," "The Hitch-Hiker," "Sea Devils," "Below the Sahara," "Kiss and Run" and "Count the Hours."

Strike Averted

(Continued from page 1)

and the distributors in a move to settle the current controversy. He said he would assign an international representative to sit in at the meeting and if no agreement could be reached, the IATSE would give its full support to a strike. Walsh said that if the exchange employees should have carried out their strike, he would not have had the time to give his attention to it at present.

The meeting has been set tentatively for next week.

WIVES, Edward Small; KISS ME DEADLY, Victor Saville; MARCIANO-WALCOTT FIGHT, MILLION DOLLAR FUGITIVE, Steven Pallos; RETURN TO TREASURE ISLAND, Edward Small; SAVAGE FRONTIER, Edward Small; SITTING BULL, W. R. Frank; SPACE STATION, Ivan Tors; TIMBUKTU, Edward Small; THE METEOR HUNTERS, Ivan Tors; THE NAKED WILDERNESS, Robert Ladimer; THE PURPLE PLAIN, J. Arthur Rank; WILLIAM TELL, J. Barrett Mahon.

BECAUSE WE
KNOW IT'S SO
WE KEEP ON
SAYING...

FILMACK GIVES YOU MORE SHOW-
MANSHIP PER DOLLAR AND THE
FASTEST SPECIAL TRAILER SERVICE
IN THE WORLD.

**FILMACK
TRAILERS**

1327 S. WABASH AVE.
CHICAGO
630 NINTH AVENUE, NEW YORK

883 Applications Pending for TV

WASHINGTON, April 9.—The Federal Communications Commission had 883 applications for television stations pending as of Jan. 31, a House Appropriations sub-committee was told.

Of these, about 550 involved competing applications for the same channel and will involve lengthy hearings, FCC chairman Paul A. Walker said.

Unless the staff processing these applications is increased sharply, Walker added, "it will take years to dispose of this backlog." Walker asked the House group for enough money to increase the personnel working on television applications from 62 to 107, and said that it would take 279 persons to have the backlog completely cleared up by June 30, 1954.

Hughes, C.P. Skouras List Stock Holdings

WASHINGTON, April 9.—Howard Hughes' total stock holdings in RKO Pictures Corporation amounted to 1,015,620 shares of common at the end of February, according to a report to the Securities and Exchange Commission. Hughes reported that he already owned 2,200 shares of common not involved in the deal with the Ralph Stolkin syndicate when he re-acquired the 1,013,420 shares from the syndicate in February.

Charles P. Skouras reported the purchase of 7,700 shares of National Theatres common in February, making his month-end holdings 19,410 shares. Robert Lehman bought 2,500 shares of 20th Century-Fox common, for total holdings of 10,000 shares.

Variety Clubs' TB Program Advances

As part of its continuing TB educational program throughout the amusement industry the Variety Clubs-Will Rogers Hospital announces the formation of a national group of examining physicians who will examine and X-ray any member of the industry who has any chest ailment or suspicion of tuberculosis. They will also diagnose and advise hospitalization for those cases that should be given hospital care at Will Rogers. This service will be performed for a minimum fee by a local examining physician who will represent the Rogers Hospital in an exchange city.

2 Register at Albany

ALBANY, N. Y., April 9.—Two companies have registered here to conduct a motion picture business in New York, Lakeside Films, Inc. and Yates Pictures, Inc. Incorporators of the former are: Richard Stevers and Belle Blumenthal and the incorporating attorney is Charles S. Hefter, all of New York City. Yates' incorporators are Jack Goldberg, Arnold Fein and Santa Maggio, with A. Allen Saunders as attorney, also all of New York City.

Ferrer in 'Caine Mutiny'

HOLLYWOOD, April 9.—Stanley Kramer Productions today announced the signing of Jose Ferrer for the Barney Greenwald role in "The Caine Mutiny," which starts in July in color by Technicolor.

Reviews

"Stolen Identity"

(Helen Ainsworth Corp.)

Hollywood, April 9

THE THEORY CHAMPIONED by many Hollywood producers, to the effect that the value an authentic foreign setting imparts to a picture frequently warrants the time, cost and effort of going ahead to produce it, is given substantial support in the case of this melodrama produced in Vienna by Turhan Bey (who isn't in the cast, by the way) and distributed by the Helen Ainsworth Corp. through territorial agencies. For the story, concerning a former American in Vienna illegally, and played principally out of doors in and around Vienna streets, picks up considerable lustre from the background against which it is played. However, Francis Lederer is the only player-name widely known in America, and there isn't a great deal else with which to exploit the picture strongly.

The script by Robert Hill, from a novel by Alexander Lernet-Holenia, casts Lederer as a concert pianist, jealous of his wife, who kills a man he believes to be coming to take her from him, and then contrives to shift suspicion to a taxi-driver in whose car the victim was seated at the time of murder. The actual principal is the driver, played by Donald Buka, and a right clever actor he is, too. Others in the cast are Joan Camden, Adrienne Gessner, Inge Konrads, Gisele Wilke, Herman Erhard, Egon Von Jordan and Manfred Inger. Direction by Gunther Fritsch is in the often deliberate Continental manner.

Running time, 81 minutes. General audience classification. April release.

WILLIAM R. WEAVER

"Fear and Desire"

(Stanley Kubrick-Joseph Burstyn)

THE MARK OF QUALITY and sincerity is on this film. With moving eloquence and conviction 24-year-old Stanley Kubrick—producer, director, photographer and editor of the picture—tells of the animalization of man by war in a sharply etched documentary style that, while clearly showing the marks of a low budget and "serious" intentions, will find a solid reception among selective audiences.

The screenplay by Howard O. Sackler centers around the plight of four soldiers whose plane was shot down several miles behind the enemy lines. The soldiers can belong to any army and the war can be any one. The flight to freedom is punctuated by a rise and fall of danger. A young lady strays into the midst of the soldiers, creating a problem. The problem, however, comes to an ugly resolution, when one of the soldiers, in a frenzy of hallucination, kills her.

Man is examined in the extremity of dereliction and the intimacy of his conscience as the story rolls to an end that is ghastly for two of the soldiers and merciful for the two others.

Once "Fear and Desire" gets the customer into the theatre, it is very likely to leave him profoundly affected. The cast of unknowns who perform with professional competence are Frank Silvera, Kenneth Harp, Paul Mazursky, Steve Coit, all soldiers, and Virginia Leith, the girl.

Running time, 68 minutes. Adult audience classification. April release.

Braunagel to Talk At Virginia Meet

RICHMOND, Va., April 9.—Jack Braunagel, general manager of drive-ins for Commonwealth Theatres, Kansas City, has been added to the list of speakers for the Virginia MPTA annual convention, May 5-7, at the Hotel Chamberlin, Old Point Comfort. Braunagel will speak in an open meeting on Wednesday, May 6, and will participate in a closed forum and clinic for drive-ins on May 7.

Syd Gates and Leonard Gordon, co-chairmen of the convention, have already announced that Wilbur Snaper, president of Allied, will speak on Wednesday, and Alfred Starr, president of the TOA, on Thursday.

Exhibitors from Maryland, the District of Columbia, and the Carolinas have been invited to attend the 20th annual convention, along with exhibitors from Virginia.

Tivoli Ups Prices

CHATTANOOGA, April 9.—Increases in operating costs have resulted in the Tivoli here raising admission prices from 38 to 46 cents during the day and from 50 to 55 cents at night.

Canadian Imports Up

OTTAWA, April 9.—Imports of films into Canada increased to \$6,251,000 during 1952, compared with \$5,658,000 in 1951, the Canadian government reports.

US Ads Return to Beaverbrook Press

LONDON, April 9.—Sporadic American display advertisements have begun to reappear in Lord Beaverbrook's papers, though not in the same dimensions as prior to the general suspension last December in protest against vitriolic attacks on Hollywood films by Beaverbrook critics. Significantly, M-G-M, whose Sam Eckman, Jr., led the advertising break-away, has already booked one display in the *Daily Express*.

J. Arthur Rank advertising, withdrawn at the same time but for unrelated reasons, still is out of the Beaverbrook papers.

More Complaints To Senate Probers

DETROIT, April 9.—Two more independent theatremen have complained that trade practices in the industry are working against them. The complaints were lodged with the Senate's Small Business Committee, in Washington.

They came from Ernest T. Conlon, executive secretary of Allied of Michigan, and Thomas H. Ealand, operator of the Ferndale Theatre in Ferndale, Mich. Neither detailed his complaints in letters to the committee, but both expressed a willingness to testify. Ealand said his evidence was too important to be outlined in a letter.

Canada's Capacity Up Nearly 50,000

TORONTO, April 9.—The Canadian Motion Picture Distributors Association reports that the present aggregate seating capacity of theatres in the Dominion is 1,108,925 for both regular houses and drive-ins, the latter being included on the basis of three patrons to a car. The total represents an increase of 49,585 seats over a year ago. Regular theatres totaled 2,028 and drive-ins, 104.

The largest seating capacity is listed for the territory served by exchanges in Toronto, where there are 484 theatres and 50 drive-ins which seat 413,660. Last year, this area showed 476 theatres, 43 drive-ins and 404,415 seats.

New Mexican Firm To Make 36 Yearly

MEXICO CITY, April 9.—The organization here of Distribuidora, S.A., to produce and distribute Mexican pictures was announced by Eduardo Garduno, director general of the film trade's own bank, the semi-official Banco Nacional Cinematografico. Distribuidora is composed of such top producers and directors as Fernando de Fuentes, Alfonso Sanchez Tello, Gonzalo Elvira, Rafael J. Sevilla and Arcady Boytler, who is also an exhibitor. It will produce 36 pictures yearly and with Peliculas Nacionales, S.A. will distribute 80 per cent of Mexican production.

Distribuidora has absorbed Distribuidora Mexicana de Peliculas, S.A., which distributed Mexican pictures and some foreign films.

Stott, Jacks Have New Optical Process

A optical process has been developed on which special photographic effects can be produced on Eastman color prints here in the East. Fades, dissolves and "wipes" can now be produced with the system.

The process has been developed by John Stott of Tri-Art Color and Arthur Jacks of Screen Optical. Stott said, "When the new Eastman Kodak tungsten balance color negative is available, we will be able to do optical effects from the film."

Group Buys 10 in Texas from Smith

DALLAS, April 9.—R. N. Smith has sold his Texas circuit, consisting of 10 theatres, to Owen Killingsworth, Jack Life, H. C. Moseley and R. D. Leatherman. The theatres are located in Raymondville, Mission, Falfurrias and Premont. The circuit's personnel will remain the same, although new headquarters will be established in Raymondville. Mr. and Mrs. Smith have been exhibitors for 31 years.

Faughnan in New Post

ALBANY, N. Y., April 9.—James P. Faughnan, former contract manager in Warner Theatres' upstate zone offices, is now assistant night manager at Fabi...a's Palace, in addition to a regular position with a contracting firm. Faughnan served with the Warner organization for 21 years and later was a partner in a theatre sign display company here.



NOW...

"House of Wax." First all 3-dimensional film to be produced by a major studio, uses 3-dimensional sound system—WarnerPhonic Sound, developed by acoustical experts of RCA and Warner Bros.

3-DIMENSIONAL SOUND

in this exciting 3-D motion picture!

Most exciting development since motion pictures began, 3-Dimensional movies now become *even more* realistic with the addition of 3-dimensional stereophonic sound.

Born in the acoustical laboratories of RCA, brought to perfection through the teamwork of RCA and Warner Bros. experts, the new system will be known as WarnerPhonic Sound and has its world premiere on April 10th at the Paramount Theatre with "House of Wax."

Now, as actors move across the screen, even *into* the theatre where you sit, their voices and footsteps move with them. You're right *in* the action...

To create this feeling of depth, RCA and Warner Bros. developed a quadruple sound track system. In addition to the conventional *optical track*, WarnerPhonic Sound uses three more sound tracks on magnetically coated film. As the action demands, voices come from speakers at left, right, and center of the screen—as well as from speakers placed at strategic points in the theatre.

At the Paramount, 25 high-fidelity speakers will be used, matching the sound to the hearing power of the human ear.

* * *

Development of "3-D" sound is another example of RCA research and engineering leadership at work for your benefit. It's so real that only hearing is believing. New York gets that opportunity, with the opening of "House of Wax," in WarnerColor, at the Paramount, April 10th.



RADIO CORPORATION OF AMERICA

World leader in radio—first in television

SMPTE to Hold All-Industry Forum on 3-D

Problem of Conversion to Highlight Coast Meet

An all-industry forum on present 3-D and wide-screen conversion problems with engineering experts from production and exhibition participating will highlight the convention of the Society of Motion Picture and Television Engineers spring convention, April 27-May 1, at the Statler Hotel, Los Angeles.

A SMPTE spokesman here at the weekend said the forum which will take place on April 28 will give all branches of the industry their first nation-wide public opportunity to exchange information. Represented at the meeting, he said, will be directors, cameramen and other studio production personnel, in addition to exhibitors and projectionists, all of whom have

(Continued on page 2)

Electrical Interlock Found Best for 3-D

HOLLYWOOD, April 12.—The Motion Picture Research Council, which last week issued official recommendations for laboratory and exchange handling of 3-D prints, issued Informational Bulletin No. 4, covering projection, at the weekend.

On interlock projectors, the MPRC bulletin reads in part, "the preferred

(Continued on page 2)

To Report on 3-D Interchangeability

A report to exhibitors covering the problem of 3-D and wide-screen interchangeability, prepared by the Society of Motion Picture and Television Engineers, will be completed early this week.

The report was prepared with the cooperation of the Motion Picture Research Council on the Coast, it was stated, and will seek to answer many questions posed by exhibitors at the SMPTE sponsored 3-D meeting a few months ago.

Disney Says Theatres Should Raise Children Prices for Juvenile Films

Theatres that charge admission for young children to see pictures that are strictly adult fare should not object to setting a minimum scale for pictures designed primarily for juvenile trade, Walt Disney said here at the weekend, in commenting on the Cincinnati situation where two theatres are playing "Peter Pan" at regular admission prices. One of the theatres, a drive-in, is admitting children under 12 years of age without charge.

Disney said he wondered how exhibitors expected a producer to spend \$3,000,000 on a picture produced especially for children and then not be given a chance to get his costs back.

Disney admitted that he had not been informed about the refusal of Rube Shor, operator of the Twin Drive-in and the Westwood theatres in Cincinnati, to boost prices for "Pan" which is playing day-and-date with RKO subsequent run houses which have increased prices. He said the issue was one for the RKO Radio sales department, but added that Shor might find himself "in trouble" if there was a violation of contract.

Disney left over the weekend for England and Scotland to supervise the start of "Rob Roy."

Plan Test Case Appeal on 'Single Damages' Ruling

CHICAGO, April 12.—Attorneys Seymour Simon and Sheldon Collen are planning a test case, seeking the repeal of the "single damages" ruling by the U. S. District Court here, which held, among other things, that requests for single damages in anti-trust suits are not admissible under the Sherman Act.

The appeal by Simon and Collen is expected to be filed within the next few weeks in the Appeals Court. Unless the District Court decision is overruled, indications are that Paramount Pictures, RKO Pictures and Balaban and Katz Theatre Corp. will be released by summary judgement as

defendants in over 35 anti-trust suits filed in this district.

In recent rulings by Judges Sam Perry and Philip Sullivan of the Federal District Court here, it was held that in addition to the "single damage" concept, the Illinois two-year statute

(Continued on page 5)

'Shane'

(Paramount Wide Screen)
(Paramount)

Hollywood, April 12

MAKE way now for one of the great ones. One of the great ones of the screen's first half-century, that is, and the rating stands if you trim your list of great ones down to a snug 10 or 20. In that rarified company the going becomes pretty much neck-and-neck, and that's close enough for present purposes. If your list of 10 or 20 contains such titles as "The Covered Wagon," "Tolable David" and "Gone With the Wind," you've got in "Shane" an addition to make right now.



George Stevens

Producer-director George Stevens, whose previous bests have included "A Place in the Sun" and "I Remember Mama," has turned out here a story of the American frontier that establishes a new high for workers in that field of fiction (or fact) to strive for. It is a story told with the care and conviction of the master of narration who is sure of his subject and confident of his audience. It is told without haste and with candor, in steady tempo and in straight sequence, with no compromises made in the interests of tradition and no distorting of the common laws of cause and

(Continued on page 4)

Allied, TOA Set Witnesses For Hearings

TOA Meet Today; Senate To Hear 10 From Allied

With the return here today of Alfred Starr, president of the Theatre Owners of America, from a month in Europe, TOA leaders are scheduled to meet to decide on witnesses who will represent the association at the Senate Small Business Committee hearings in Washington which start Wednesday. Meanwhile, Allied has lined up 10 witnesses who will open the sessions.

TOA will confine its testimony to the subject of arbitration, but the number of witnesses will be determined at today's meeting. The list will be forwarded to the Senate group which is expected to announce the official lineup tomorrow.

The distributors have not yet decided on whom they shall name to testify on the one day, April 22, which they have been given for rebuttal. The

(Continued on page 5)

F & M Takes Fight To Supreme Court

WASHINGTON, April 12.—In an unusual move, Fanchon and Marco has asked the Supreme Court to uphold its claim against six major distributors and two theatre companies for \$300,000 damages and an injunction to get first-run pictures for its Baldwin Theatre in Los Angeles.

The claim was thrown out by a Los Angeles District Court. Fanchon and Marco took the case directly to the Supreme Court, arguing that the stand the Ninth Circuit Court of Ap-

(Continued on page 4)

20th, Navy Team Up In 'Titanic' Debut

NORFOLK, Va., April 12.—Twentieth Century-Fox and the U. S. Navy teamed up here yesterday on a dual premiere, the world debut of "Titanic" and the launching of an amphibious assault landing with film stars and press representatives participating. In a project labelled "Operation Titanic," the weekend program included the storming of the beach, the unveiling of the picture at the Shelton Theatre and a Navy Relief Ball.

(Continued on page 4)

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, will leave here for the Coast tomorrow.

JEROME WECHSLER, Warner Brothers Cleveland branch manager, and Mrs. WECHSLER will celebrate their 32nd wedding anniversary in New York on Friday.

ANNA MAGNANI, Italian film star, will be honored at a cocktail party to be given by Italian Films Export at the Savoy-Plaza Hotel here on Thursday.

D. POLLOCK, Westrex Co. South Africa branch manager, and H. V. ZEPPELIN, Argentina manager, are in New York from their respective territories.

RICHARD THORPE, M-G-M director, will arrive here Thursday from Hollywood and depart for London the next day.

PAUL GRAETZ, European producer, arrived in New York yesterday for two weeks prior to shooting a film in London.

HERB SCHWARTZ, Columbia salesman in Albany, and Mrs. SCHWARTZ announce the birth of a son, their first child.

EDDIE SUSSE, M-G-M Buffalo salesman, is in New York from there for a week's vacation with his family.

NAT LEVY, Eastern division manager for RKO Radio, will leave New York today for the Midwest.

BERNARD BROOKS, chief buyer and booker for Fabian Theatres, was in Albany from New York.

JOSEPH L. ROBERTS, executive vice-president of Sports Films, Inc., has left here for Hollywood.

GEORGE STEVENS, Paramount producer-director, arrived here from the Coast over the weekend.

WILLIAM WYLER, Paramount producer-director, left here over the weekend for Rome.

JOHN A. SCHWALM, owner of the Rialto Theatre in Hamilton, Ohio, is in New York.

WILLIAM ORNSTEIN, M-G-M trade press contact, is vacationing at Phoenix, Ariz.

RKO 3-D Title Set

"Louisiana Territory" is the final title for the first RKO Radio release to be filmed in Pathecolor with the Norling three-dimensional camera. An RKO-Pathé production, it was produced by Jay Bonafield and Douglas Travers, written for the screen by Jerome Brondfield and was directed and photographed by Harry W. Smith.

Review

"It Happens Every Thursday"

(Universal)

EVER since the birth of motion pictures there have been newspaper stories galore, but rarely, if ever, has there been one that has treated the trials and tribulations of operating a small-town weekly. That is the theme of "It Happens Every Thursday." As most weeklies come out on Thursdays, the title is self-explanatory, although in this case the paper only *tries* to come out every week; usually, the moth-eaten old press breaks down on publishing day.

Most big city reporters cherish a dream of some day owning a small-town paper. And John Forsythe, who portrays such a reporter, is no exception. Loretta Young does an excellent job as the ever-loving wife who stimulates her husband's ambitions. It is she who persuades him to give up his New York reportorial post to purchase, sight-unseen, the Eden Archive, the description of which in *Editor & Publisher* is enough to make any journalist's mouth water. But when Forsythe and Miss Young, with their little boy, arrive in Eden after a cross-country drive, they find a broken-down, rundown establishment that is far from what they expected. And Miss Young gives birth to a daughter less than an hour after their arrival.

Despite handicaps, they pitch in and try to make the best of a bad deal. They join civic clubs, promote subscription campaigns and do everything to keep the paper going, even reluctantly taking credit for a rainstorm that brings relief to drought-stricken farmers. When things look the darkest, the publishers get assurance of a loan for a new press and life starts anew.

Forsythe and Miss Young make an excellent romantic team, portraying rare realism in a realistic story. And they have been given fine support. Especially good are Jimmy Conlin and Edgar Buchanan as the faithful pressmen. While "It Happens Every Thursday" may not be of Radio City Music Hall calibre, it is a good family picture, heart-warming and thoroughly enjoyable.

Co-produced by Leonard Goldstein and Anton Leader and directed by Joseph Pevney, the screenplay was written by Dane Lussier from a novel by Jane S. McIlvaine.

Others in the cast are Frank McHugh, Palmer Lee, Harvey Grant, Jane Darwell, Willard Waterman, Gladys George, Edith Evanson, Edward Clark, Kathryn Card, Eddy Waller and Regis Toomey.

Running time, 80 minutes. General audience classification. For May release. AL STEEN

Record Columbia Mendelson Named 'Dr. T' Promotion U.A. Boston Mgr.

Columbia Pictures at a press reception at the weekend displayed what it described as "one of the most comprehensive, far-reaching merchandising-promotion campaigns in the history of the motion picture industry." The campaign, which was set by Joyce Selznick, working under the supervision of Columbia advertising-publicity chief Howard LeSieur, with more than a score of leading manufacturers and distributors, is built around the forthcoming Stanley Kramer production, "The 5,000 Fingers of Dr. T."

Four-way Tie-ups

Key-point of the campaign is a series of interlocking four-way tie-ups among Columbia, manufacturers, stores and theatres playing the film which, it was said, assures the exhibitor of a maximum of store and window display, national and local cooperative advertising, "with a minimum of time and money expenditure on his part."

Each of the manufacturers is making available samples of its merchandise for giveaway purposes, theatre displays and, in some cases, theatre sale. Columbia will follow through by having kits, containing at least one sample of each article tied in with the film, delivered to key situations booking the film.

ALBANY, N. Y., April 12.—Irving Mendelson, recently in charge of the United Artists Albany office, has been transferred to Boston. He worked there before as a UA salesman for six years, and came to Albany from Syracuse where he had been a Warner salesman. Mandelson also had previously served as a booker for Paramount. He succeeds Tom Duane in Boston and in turn is succeeded here by Irving Schiffman.

SMPTE 3-D Meet

(Continued from page 1)

had experience in 3-D. On hand to answer questions, the SMPTE spokesman added, will be a panel of experts.

Initial paper on the engineers' program is "Human Vision and 3-D Motion Pictures" by R. A. Sherman of Bausch & Lomb Optical Co., to be delivered on the opening day of the convention. The paper reports on vision research initiated by SMPTE in 1952, it was stated.

When properly made and projected, according to the Sherman paper, 3-D films have beneficial effects on the eyes. These therapeutic values for the individual will be discussed in detail as will data on vision of particular interest to studio cameramen and directors of 3-D production, it was said.

19 More Install WarnerPhonic

Nineteen more theatres have begun installations for WarnerPhonic sound equipment in preparation for their playdates on Warner Brothers' "House of Wax," which introduces the WarnerPhonic sound coupled with three-dimension, bringing the total to 46.

The 19 additional houses are the Rialto, Williamsport, Pa.; Boulder, Boulder, Colo.; Lincoln, Cheyenne, Wyo.; American, Fort Collins, Colo.; Fox, El Centro, Cal.; Albee, Cincinnati; State, Galveston, Tex.; Paramount, Amarillo, Tex.; Paramount, Austin, Tex.; Plaza, El Paso, Tex.; Waco, Waco, Tex.; Wichita, Wichita Falls, Tex.; Paramount, Abilene, Tex.; and the following six houses in Chicago: Uptown, Marlboro, Tivoli, Southtown, Harding, and Varsity.

Record \$20,000 for 'House of Wax' Bow

The New York Paramount had the biggest non-holiday opening in its history on Friday when "House of Wax," Warner Brothers' 3-D production in Natural Vision, bowed to a terrific estimated \$20,000. The sensational business was racked up despite an all-day rain.

The record opening day gross topped all Frank Sinatra personal appearances at the Broadway showcase, including his long-standing record appearance in 1945, plus the recent appearance of Johnny Ray. The current stage headliner is Eddie Fisher.

The opening of Martin and Lewis in person on July 4 is the only opening said to be slightly ahead of the premiere day of the "House of Wax," also in WarnerColor with WarnerPhonic sound.

Electrical Interlock

(Continued from page 1)

system is electrical interlock, using 2-pole, 1440 RMP, Selsyn motors, having a peak torque rating of at least one pound-foot. The Selsyn motor is to be coupled to the projector motor, preferred coupling being timing belt and sprockets. The sprocket ratio must be exactly the same ratio as exists between motor and shutter. For most machines this ratio is 49 to 40. Coupling ratio is correct when one revolution of Selsyn produces exactly one revolution of the shutter."

The bulletin also deals with second-choice methods and other matters.

Army Cites La Flamme

ALBANY, N. Y., April 12.—A. O. La Flamme, manager of Warner's Strand, was presented, on WRGB-TV, Schenectady, with a trophy by Army and Air Force recruiters at the Armed Forces examination station in Albany, for the passes which the theatre had given down through the years.

Again and Again and Again!

IN THIS YEAR of accelerating developments in the business of motion pictures, it is significant to note the factors that helped condition the minds of the industry in advance of the events which finally spurred the industry into action.

DURING THE PAST 3 YEARS in particular the HERALD has kept its readers informed on technical aspects pertaining to three dimensional pictures. This developed into an exchange of information and comment by experts in Europe, England and the U.S.A. for which the HERALD provided considerable space on its weekly "Letters" page during 1951 and 1952.

MEANWHILE, the *Better Theatres* section of the HERALD continued the program of advocating development of the wider screen and improved optical effect which it had been conducting consistently since 1947. At the same time, the need for more powerful lighting for the purpose was discussed repeatedly.

ON DECEMBER 22, 1951, the HERALD devoted most of its editorial page to the subject of "Three Dimensional Films," under that heading. That editorial concluded with these words: "... a high entertainment quality test film should be made and shown widely in all types of theatres throughout the country in order to determine whether the public wants three dimensional films and whether patrons will accept the inconvenience of using special glasses in order to enjoy the illusion of depth."

ON JANUARY 3, 1953, Martin Quigley, Jr.'s full page editorial, "This May Well Be It," was published in MOTION PICTURE HERALD. This editorial in its timeliness and vision served to ring up the curtain on the momentous events which have followed in rapid-fire order!

SINCE THEN, the HERALD has published the following editorials (in addition to thorough coverage of the news aspects) on the subject:

"Third Dimension and its Cousins are on the Doorstep of Exhibition".....	Jan. 31, 1953
"Unshackling the Screen".....	Feb. 7, 1953
"3-D Standardization"	Feb. 14, 1953
"3-D Technique"	Feb. 28, 1953
"On the March".....	Mar. 7, 1953
"More Than Semantics".....	Mar. 14, 1953
"Eyes on Hollywood".....	Mar. 28, 1953
"Skouras and CinemaScope".....	April 4, 1953

ALSO the important background history was covered in a factual series of articles by Martin Quigley, Jr., entitled "The Story of 3-D from 1613 to 1953." This series commenced in the HERALD February 7th.

LONG BEFORE the dimensional band-wagon was rolling—and since—the HERALD has been the journalistic leader in the industry in advocating action, reporting progress, and clarifying the technology.

So it has been *again and again and again* throughout all of the HERALD's thirty-eight years. There is no substitute in journalism for intelligence, vision and courage!

F. & M. Fights

(Continued from page 1)

peals would take was already obvious from another decision.

Defendants are Paramount, RKO Pictures, Loew's, United Artists, Universal, 20th Century-Fox, National Theatres and Fox West Coast Theatres.

F. and M. contends that its Baldwin Theatre, opened in 1949, was entitled to first-run films but could not get them because of what was described as an illegal conspiracy among the defendants. The Los Angeles District Court said the uniformity of action by the defendants did not show a conspiracy but exercise of similar business judgment, and threw out the case. The company then appealed to the Ninth Circuit Court of Appeals, but while its case was pending there, the Appeals Court decided for the distributors in the similar Chorak case, citing the Los Angeles court decision in the Baldwin case.

That means, F. and M. told the Supreme Court Friday, that it is useless to wait for the Ninth Circuit Court to rule on the Baldwin case, and the high court might as well step right in.

Meanwhile, the eight major distributors have told the Supreme Court that their decision not to license first-run films to the Crest Theatre in Baltimore was the result of independent business judgment and not an illegal conspiracy.

Theatre Enterprises, Inc., operator of the Crest, has asked the Supreme Court to overrule a decision of the Fourth Circuit Court of Appeals. That decision dismissed the Crest's anti-trust suit against the distributors. In appealing to the Supreme Court, Crest said the issue was whether the distributors could deny first-run films to neighborhood theatres.

The distributors on Friday urged the high court not to interfere with the Appeals Court ruling, which, they said, was exactly right. Crest argues, the distributors said, that "unless this case is reversed, neighborhood theatre everywhere are doomed to a subsequent-run status. This case stands for no such doctrine. The jury in this case simply decided on the evidence that in the single city of Baltimore, the action of these defendants in preferring to license their pictures for first-run exhibition in centrally located downtown theatres, in preference to the petitioner's poorly located neighborhood Crest Theatre, was the result of independent judgment in solving a common business problem."

"Titanic" Debut

(Continued from page 1)

Hollywood stars Debra Paget, Anne Francis, Byron Palmer, Jeffrey Hunter, Nanette Fabray and Charles Coburn and a press party of 35 were the guests of 20th-Fox and the Navy at various functions. One of the many highlights at the charity ball was the crowning of Miss Paget and Miss Francis as "Co-Queens of the Atlantic Fleet."

Joining with the stars and press representatives in "Operation Titanic" were Admiral W. M. Fechteler, USN, Chief of Naval Operations; General L. C. Shepherd, USMC, Commandant, U. S. Marine Corps,

'Shane'

(Continued from page 1)

effect. The subject is wide and deep, and in Stevens' hands it is made as personal and present to the beholder as he made "I Remember Mama," which it resembles in no other way. It is a production undertaking of great magnitude performed with magnificence.

The player names with which an exhibitor is presented are potent in the marquee sense and the players' performances are more so. At least five of them turn in portrayals good enough to have carried a first-rate picture unassisted. It is a measure of the greatness of this production, and in no sense at the expense of the players, that the picture itself is greater than the sum of these five and the many other sterling performances.

The screenplay by A. B. Guthrie, Jr., based on a novel by Jack Schaefer, might be defined, to be bookish about it, as the definitive rancher-homesteader story. As told by Stevens it is at once the clearest and best of the rancher-homesteader stories and the grand total of all of them. It takes in all of the basic issues, giving rancher and homesteader equal voice, and it contains the whole range of rights and wrongs. It is a firm presentation of a place, a time and a people, and it makes its audience a fascinated first-hand witness before its first sequence is ended. It never lets go.

Alan Ladd, who plays Shane, an itinerant horseman undisposed toward telling his past but quick to unholster his lightning guns in his friends' behalf, hasn't had a part as good for him as this one is since "This Gun for Hire," if then. The already big Ladd following figures to grow tremendously when he's been seen in this appearance.

Van Heflin, who plays the leader of the homesteaders resisting the ranchers' orders to leave their lands, never has had a role as rewarding as this one, and plays it as if he knew that.

Jean Arthur, as the loyal farm wife and mother who understands Shane without knowing his background, supplies her usual and too infrequent splendid delineation of feminine emotions.

Brandon De Wilde, the small boy of "Member of the Wedding," furnishes the connecting link between all the closely knit plot threads, with a performance likely to be the fan sensation of the season.

Jack Palance is forbiddingly sinister as the gun fighter imported by the ranchers to kill off as many agrarians as may be necessary, and Emile Meyer is a tremendous figure as the principal rancher.

Ben Johnson, Edgar Buchanan, Elisha Cook, Jr., Douglas Spencer, John Dierkes, Ellen Corby, Paul McVey, John Miller, Edith Evanson, Leonard Strong, Ray Spiker, Janice Carroll, Martin Mason, Helen Brown and Nancy Kulp are others in the large and excellent cast.

THE production, filmed in Wyoming on locations never previously photographed for the screen, is tremendous in scope and is caught with spectacular success in Loyal Griggs' photography and by Technicolor consultant Richard Mueller.

The film has in it considerable shooting, all of it fatal, and a good deal of fistic fighting (including an episode that cancels out the long-famed "Spoilers" fight forever and a day), as did the period which it represents. Some of the more delicately constituted ladies in some audiences could find this material a little hard to go along with, but probably not many.

Running time 110 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

The Wide Screen

The Hollywood preview of "Shane" was given on Paramount's unnamed wide-screen setup on the studio sound stage where the experimentation eventuating in the adoption of a 1-to-1.66 aspect ratio and the construction of a screen of those proportions took place. Without having seen "Shane" on the standard screen in the standard 1-to-1.33 aspect ratio, it is impractical to state whether it would look better in either proportion or the other. Or, for that matter, in any other. It is more to the point to state that this witness, who has seen all the aspect ratios devised by all the experimenters around Hollywood, got so interested in "Shane" a minute or so after it started that it never occurred to him later to consider the size or shape of the lighted surface on which the picture was being projected. It is a standard rule among the people who write music scores for pictures that the perfect score is the one that nobody looking at the picture is conscious of. Ditto directors, writers, cinematographers and other craftsmen. It may prove to be the same way with extra-dimensional screens.

WRW

and General John R. Hodge, USA, Chief, Army Field Forces.

Also on hand, in addition to principal Naval commanders in Washington and from the Eastern seaboard, were key officers of the North Atlantic Treaty Nations, including Admiral L. D. McCormick, Commander in Chief of the U. S. Atlantic Fleet and Supreme Allied Commander of the NATO Defense forces; Vice Admiral W. G. Andrewes, Royal Navy, Deputy Allied NATO Commander, and senior representatives of each NATA nation.

Special footage showing highlights of the two-day program was filmed by Movietonews and will be shown in theatres around the country.

Ross AA Des Moines Mgr.

HOLLYWOOD, April 12.—Howard Ross has been appointed manager of the Allied Artists Des Moines branch by Harold Wirthwein, Western division sales manager, succeeding William Johnson, who resigned, effective April 20. Ross will be replaced as a salesman in Denver by Larry Doyle, who had been branch manager in Portland, Ore., for the Selznick Releasing Organization.

N.J. Allied Meet July 8

The New Jersey Allied 1953 convention has been set at the Traymore Hotel, Atlantic City, on July 8-10.

In the THEATRE Equipment World . . .

• • with RAY GALLO

A NEW semi-flexible, interior wall covering with a face sheet said to be six times thicker than that of coatings used in most waterproof wall-papers has been announced by Bolta Products Sales, Inc., of Lawrence, Mass. The textured, embossed surface is made of Vinylite resins laminated to a firm rubber-saturated paper backing. When used as wainscoting the added thickness provides maximum protection against impact and marring, the company points out. Surface textures for the covering include bamboo and leather-grain finish in a variety of colors. Known as "Bolta Wall Tile," the covering is produced in 25-yard rolls, which are 48 inches wide.

Cole Products Corp. of Chicago has developed a new three-flavor drink dispenser with a 1,200-cup capacity, one model of which is especially designed for theatres. Shown herewith as displayed at a premiere showing in New York, it has a white lucite panel on the front with a "thirst" scene in four colors and a selling message. New features of the unit include "Microthermic Refrigeration," designed to prevent both warm-up and freeze-up; and "Duotonic Tap," a carbination method designed to give a higher carbon dioxide volume than previously available. The dispenser's cabinet is the same size as the company's 600-drink machine—made possible by redesigning the hermetic unit.

An interior fire hose cabinet, with a satin-finish, extruded aluminum door and trim, has been introduced by the Elkhart Brass Mfg. Co., Inc., Elkhart, Ind. A special feature of the new hose cabinet door and trim is that it may be installed after plastering so as to keep it free from damage during construction. Included in a typical installation are 75 feet of 1½-inch hose, equipped with a fog nozzle, a hand extinguisher of 2½-gallon, 500-pound capacity, a standard 2½-inch valve for local fire department use, and a standard fireman's axe and spanner wrench. Cabinets are made to specified sizes—some to handle a hand extinguisher only.

The Indiana Cash Drawer Co., Shelbyville, Ind., has developed a new under-the-counter cash drawer for auxiliary cash handling during rush periods at the refreshment stand. It has four-roller construction and is equipped with a high-grade disc tumbler lock which requires a half-turn of the key to lock or unlock the drawer. A large brass warning gong rings automatically each time the drawer is opened. The drawer is constructed of kiln-dried Indiana hardwoods and has a natural lacquer finish in olive green or mahogany red.

Mpls. Lyceum Files Anti-Trust Action

MINNEAPOLIS, April 12.—The Nicollet and Eleventh Corp., former operator of the Lyceum Theatre here, has filed an anti-trust suit in Federal District court against Minnesota Amusement Co. and major distributors.

The suit, asking treble damages of \$870,000, charges that defendants prevented the Lyceum from obtaining first run films from 1946 through 1948 after the former legitimate theatre had been converted into a motion picture theatre at a cost of over \$100,000. Seymour Simon and Sheldon Collen of Chicago and Lee Loevinger of this city are attorneys for the plaintiff.

Indian Film Industry Sets Self-Regulation

BOMBAY, India, April 8 (By Airmail).—Rules for the formation of a Production Code Administration, involving self-censorship, controlled publicity and control of trading and production activities only between members of the Administration, will go into effect here soon.

Two of the salient features of the PCA are:

1. Studio-owning members will extend facilities only to member producers, and producers, in turn, will hire only studios run by fellow members. Disputes will be settled by arbitrators appointed by exhibitor, distributor and producer associations.

2. The PCA will pre-censor films on the lines of directives given by the Central Board of Film Censors.

ATT Links Tacoma To Video Network

A new microwave link making nationwide network television available to station KTNT-TV at Tacoma, Wash., has been placed in service, according to an announcement released jointly by the Pacific Telephone and Telegraph Co. and the long lines department of A. T. and T.

With the addition of KTNT-TV, network programs are now available to 127 stations in 82 cities in the United States.

Plan Test Case

(Continued from page 1)

of limitations on penalty judgements applies in these cases, which were filed more than two years after the Paramount and RKO consent decrees were handed down, and more than two years after the alleged anti-trust violations occurred. The ruling sought by an appeal would have the courts admit suits for single damages, which carry a five-year statute of limitations in Illinois. The single-damage suits have arisen since a ruling here in October, 1951, that the two-year statute applied in triple-damage suits.

Set Witnesses

(Continued from page 1)

selection of their witnesses may be delayed until after the exhibitors have given their testimony.

Allied's list for the opening hearings consists of general counsel Abram F. Myers, president Wilbur Snaper, Nathan Yamins, Sidney Samuelson, Col. H. A. Cole, Benjamin Berger, Beverly Miller, Allen Johnson, A. C. Myrick and Reuben Shor.

Television -- Radio

with Pinky Herman

THE most ambitious single dramatic program yet attempted on TV will take place Sunday, April 26, when "Hallmark Hall of Fame," NBCoast-to-coasts "Hamlet," starring Maurice Evans, supported by Ruth Chatterton, Joseph Schildkraut, Sarah Churchill and Barry Jones. The two-hour program (3:30 to 5:30 P.M.), oddly enough, falls on Shakespeare's birthday and rehearsals have been taking place at Evans' home in Greenwich since April 6 under the supervision of Albert McCleary, aided by George Schaefer and Emmett Rogers. . . . Sovereign Productions will make 18 telefilms for General Electric, Dupont and Hamilton Watch Co. at Eagle-Lion Studios on the Coast with Gil Ralston and Arthur Ripley producing. . . . Telenews Productions has prepared a new service for non-affiliated and indie TV stations. Registered name is "The Build-A-Show Film Library," consisting of about 1,000 "film featurettes" covering numerous human interest angles. This sounds to us like a MUST to telecasters. . . . NBCommencing some time in Sept. Procter & Gamble will sponsor a new series of TV programs, "Paul Winchell-Jerry Mahoney Show." Program, slotted Sundays at 7:00 P.M., will be a variety format, utilizing guest celebs and will originate in New York.

★ ★ ★

Producer Ted Collins, who has been responsible for the discovery of numerous talented youngsters, will inaugurate a new segment in the "Kate Smith Show" (NBC-TV) starting Friday, April 24, with "Talent Showcase," wherein promising young entertainers will make their TV debuts. . . . ABCharming organist Rosa Rio left over the weekend for a vacation in the Virgin Islands. . . . Bob Holley, prexy of the firm bearing his name, will join Laughlin, Wilson, Baxter & Persons, Inc., next week as vice-president. The talented artist will continue to direct supervision of Robert Holley accounts as well as new clients developed jointly by the two agencies during the past several weeks. . . . While reminiscing about former radio shows and personalities last week with Ed Wolf, we asked the "Break the Bank"er whatever became of Bess Johnson who used to play the lead in "Hilltop House?" "Are you kidding?" replied E. W. "Bess Johnson is currently one of daytime TV's brightest stars. Catch her any noonday on 'CBSearch for Tomorrow.'" P.S. We did. She is!

★ ★ ★

About 19 years ago, an ambitious young announcer arrived in New York from Boston and started his spiling NBCareer. At that time a young singer likewise was making a name for himself as an NBCaroler. Wednesday on the "Kraft TV Theatre" the former singer, Jack Arthur, turned in an unforgettable performance as one of the grieving fathers in "Next of Kin," thus not only thrilling your reporter but likewise the program's announcer, Ed Herlihy, the self-same man who migrated to N. Y. almost 20 years ago with a warm, friendly voice, driving ambition and a pocketful of dreams. . . . With "Spindletop" (Random House) going into its third edition, authors James A. Clark and Michael T. Halbouty are preparing a filmusical of the book, an exciting story of the first oil gusher in America at Beaumont, Texas, where oil then was selling for 3 cents a barrel and water at six dollars per barrel. . . . Amazing. Dave Stephens, musical director of WCAU (Phila.), not only conducts the orch. for the "M & M Candy" telecasts Sundays but, because 90 per cent of the talented youngsters are amateurs and have no musical arrangements for their acrobatics, stunts, tricks, dances, etc., Dave is obliged to compose, orchestrate and conduct thousands of original manuscripts annually. . . . Stark-Layton Productions has sold a new package, "Jimmy Hughes, Rookie Cop," which will be launched over DuMont, April 27, with Billy Redfield in the title role. Firm owns "Rocky King, Detective" (Roscoe Karns), one of the net's most popular series. . . . Old Gold cigs will pick up the tab when Fred Allen's TV series, "Judge for Yourself," moves into the NBChannel for Goodson-Todman.

★ ★ ★

DEEJAY (walking). . . . Down in Tampa, the lad with the real southern WFLA flavor and charm is Pat Chambers. . . . The Home Furniture Co. of Norfolk has bought every minute of Roger Clark's "All-nite Show" seven nights per week via WNOR for the next 52 weeks. . . . Down Philadelphia way, the stay-up-lates keep their ears tuned to Al Taylor's "All Nite Watch" via WCAU.

Special SWG Meet On Coast April 22

HOLLYWOOD, April 12.—A special membership meeting of the Screen Writers Guild has been called for April 22 at the Roosevelt Hotel here, at which time an agenda containing five major items of business will be considered, as follows: (1) Supplemental provisions in the contract with the Alliance of Television Film Producers will be submitted for discussion and ratification; (2) Proposed plan of operation of the television writers group within the SWG structure will be presented; (3) Discussion and a vote will be held on the modification of the minimum basic agreement; (4) The membership will discuss and vote upon the continuation of Guild dues at one per cent, and (5) Changes in the Guild's working rules concerning advertising will be discussed and put to a vote.

Earl McEvoy Sets Up Production Unit

HOLLYWOOD, April 12.—Earl McEvoy, formerly Columbia director, has turned independent producer and plans to make five films in the next three years—all in color and in either a 3-D or wide-screen process—starting with "Wyoming," which will go before the cameras this summer on location in that state. McEvoy will produce and direct. The company's name is Earl McEvoy Productions.

Perlmutter Reopens 3

ALBANY, N. Y., April 12.—The Lake Theatre at Lake George, owned by Jules Perlmutter of Albany, has reopened. Perlmutter also reopened the Fort George Drive-in, near Lake George village, and the Cobleskill Drive-in at Richmondville. He will reopen the Lake George Drive-in on Friday.

Magic-Vuers Registers

ALBANY, N. Y., April 12.—Magic-Vuers, Inc., has recorded an incorporation certificate here designating its New York State offices for conduct of a business in polarized viewers as 1740 Broadway, New York City. Arch Oboler is president.

Party for Dahl, Lamas

Arlene Dahl and Fernando Lamas, stars of "Sangaree," Paramount's first 3-D color in Technicolor production, will be guests at a press reception at the Sherry Netherlands Hotel on Thursday. The stars are vacationing in New York.

McMahon Switches

BUFFALO, April 12.—John McMahon has resigned as city salesman for Paramount and has gone to Detroit to join the RKO Radio sales force there. McMahon has been succeeded by Mike Juski, formerly with the Republic exchange here.

Meyer Leaves RKO

William Meyer, assistant to Rutgers Neilson, RKO Pictures foreign publicity head, has left the company. Meyer has been with RKO for the last two years.

Golf Tourney Set

The annual golf tournament of the Cinema Lodge, B'nai B'rith, here, will be held June 11 at Vernon Hills.

MAGIC CARPET...
from here
...to there!



By the reel, it's just so much film. On the screen, it's freedom... a magic carpet—from here—to there.

Actually, there's nothing in the world quite like a good show... nothing so relaxing... nothing so rewarding.

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VOL. 73. NO. 71

NEW YORK, U. S. A., TUESDAY, APRIL 14, 1953

TEN CENTS

No Witnesses From TOA At D. C. Hearings

Will Testify Only At Arbitration Sessions

Theatre Owners of America will not testify at the Senate Small Business Committee hearings on trade practices which start in Washington tomorrow, but will confine its participation to the subject of arbitration at a hearing scheduled for Thursday, April 23. Herman Levy, TOA general counsel, however, will sit in at all of the hearings as an "observer."



Alfred Starr

This was revealed here yesterday by Levy and Alfred Starr, TOA president, the latter

(Continued on page 5)

Tax Reports to Be Filed Quarterly Instead of Monthly

WASHINGTON, April 13.—Starting July 1, most theatre owners will file detailed reports on their admission tax collections only every quarter, rather than monthly as at present, Internal Revenue Bureau commissioner T. Coleman Andrews discloses.

He said estimated tax payments would still have to be made monthly, but detailed reports would only have to be made every three months, thereby saving considerable paper work.

(Continued on page 4)

NCA Meet to Hit Trade Practices

MINNEAPOLIS, April 13.—Trade practices will be under fire at the North Central Allied Independent Theatre Owners Association's convention here, May 4-5, according to an NCA bulletin.

The bulletin, which heralded the meeting as "the independent exhibitor's fight for life," said that "all new

(Continued on page 5)

20th - Fox Expands TV Film Operations

Expansion of 20th Century-Fox's films for television operations is reported by Spyros P. Skouras in his message to company stockholders.

Favorable reception of a 15-minute Family Quiz TV film program, based on news-reel clips, has resulted in increasing production from an original 13 subjects to 26 subjects, Skouras reports. Also, a series of "News Adventures for Young America" is meeting with TV favor, Skouras says. In addition, the company is a participant in a daily TV news service, with its Movie-tonenews supplying the photographic material and United Press the news service.

Stevens Advocates Multiple Systems

The retention of multiple wide-screen and 3-D systems will aid the motion picture business by sharpening the competitive factors within the industry, George Stevens, producer-director, claimed yesterday.

Stevens, here for the impending release of Paramount's "Shane," which he produced and directed, maintained that standardization of systems would stultify competition. However, he said, he favored the big screen aspect ratio of 1 to 1.66, espoused by Paramount, and the ratio adopted for the presentation of "Shane" at Radio City Music Hall, where it will open

(Continued on page 4)

CinemaScope to Cut Fox's Film Inventory by Millions

A drop in its film inventory this year of from \$7,000,000 to \$10,000,000 is anticipated by 20th Century-Fox, reflecting the effects of its new policy of putting all of its production in CinemaScope, Spyros P. Skouras, president, advises the company's stockholders in his annual report.

At this time, the company expects to release about 34 features in 1953, 17 of which will be in color by Technicolor, Skouras said.

However, he adds, "Picture making in 1953 for release in 1954 will undergo a radical change and will reflect the new policy of the corporation to put all of its production in CinemaScope. It is anticipated there will be a drop in inventory of seven to ten million dollars during 1953."

The company's film inventory has

(Continued on page 4)

OLD FOX PICTURES MAY GO TO TV

Mason Pleads for Aid For Tax Exempt Bill

WASHINGTON, April 13.—Rep. Mason (R., Ill.) urges House members to appear before the House Ways and Means Committee or file a statement with the Committee next Monday when hearings are held on his bill to exempt motion picture theatres from the Federal admission tax.

"Some 5,000 theatres closed their doors during this past year," he told the House. "One-third of those still operating are in the red; one-third are just breaking even; and one-third are making a fair profit. Each theatre in the red paid Uncle Sam from \$8,000 to \$12,000 admission taxes last year

(Continued on page 5)

Repeal of Overseas Tax Ruling Urged

WASHINGTON, April 13.—The Treasury Department has asked Congress to repeal a provision of the 1950 tax law waiving Federal income taxes where the taxpayer worked overseas for 17 out of 18 consecutive months.

The provision was widely used by film stars and other film workers.

House Ways and Means Committee chairman Reed (R., N. Y.) said he would introduce tomorrow legislation to repeal the provision. Presum-

(Continued on page 5)

New Techniques May Outmode Them for Theatres, Skouras Says

In anticipation of wide demand by theatres in the future for pictures made in CinemaScope and other new techniques, 20th Century-Fox be-

lieves that its 900 older, standard sound films may become obsolete for the theatre market and could be made available to television.

This is the highlight of a lengthy annual report by Spyros P. Skouras, 20th-Fox presi-



Spyros Skouras

dent, being mailed to the company's stockholders today.

Discussing the increase in the book value of 20th-Fox stock since 1941,

(Continued on page 4)

'Wax' in 3-D Is Pacing Broadway 1st-Run Theatres

The three-dimensional "House of Wax" at the New York Paramount was among the pace setters along Broadway this week, with a smash \$125,000 racked up for the opening week. Business there, as elsewhere along the main stem, would have been even better if it had not been for several rainy days.

The rain notwithstanding, however, business at first-run houses ranged from excellent to good. The other

(Continued on page 5)

Allied Intercedes In Towne Appeal

WASHINGTON, April 13.—Allied States Association today asked the Supreme Court to overturn the recent ruling of the Seventh Circuit Court of Appeals in the Milwaukee Towne case, arguing that the lower court decision "converts the Paramount decrees from a shield for the independent exhibitor into a sword which the

(Continued on page 5)

Personal Mention

STEVE BROIDY, Allied Artists president, returned to his Hollywood office yesterday from a week in New York.

HAROLD WIRTHWEIN, Allied Artists Western division manager, and **MEL HULLING**, West Coast franchise holder, will leave Portland tonight for Seattle and are due to return to San Francisco on Friday.

BERNARD J. PROCKTER, president of Prockter Television Enterprises, Inc., will sail from here for Europe tomorrow aboard the *S.S. Queen Mary*, accompanied by **EVERETT ROSENTHAL**, vice-president in charge of production.

ALFRED H. TAMARIN, United Artists assistant national director of advertising-publicity, and **MORT NATHANSON**, publicity manager, returned to New York yesterday from 10-day vacations.

MIKE SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will be in Louisville today and tomorrow attending the Kentucky Theatres Association convention.

JAMES M. TOTMAN, assistant New Haven zone manager for Stanley-Warner Theatres, and **MRS. TOTMAN** have returned from a Florida vacation.

WILLIAM HOWARD, RKO Theatres vice-president in charge of operations, will leave here today for Providence, Boston, Lowell, Mass., and Washington, D. C.

SAM HARRIS of the State Theatre, Hartford, and **MRS. HARRIS** will leave for a vacation trip to Europe on May 15.

EVELYN HARVEY, *Collier's* entertainment editor, is going to the Coast from here for the last two weeks of April.

Legion Places Five Films in Class B

The Legion of Decency has placed five films in Class B, 18 in Class A-I and 14 in Class A-II.

The Class B films are: "Abbott and Costello Go to Mars," Universal; "Serpent of the Nile," Columbia; "Tormento," Italian Films Export Releasing Corp.; "The Blue Gardenia," Warner Brothers, and "Strange Witness," Continental Motion Pictures.

Wallach, Publicist, Dies Here at 68

Edgar Wallach, former Warner Brothers publicist and agent for many screen and stage stars, died here on Friday at the age of 68. Wallach, who was with Warner in the 1920's, was manager of a road company of the play "Brigadoon" in recent years. He leaves his widow, two sons, a brother and three sisters.

Rep. Dempsey Bids Gov't Encourage Film Exports

WASHINGTON, April 13.—Exports of Hollywood films should be encouraged in the same way Congress and the Administration are now seeking to expand export of industrial and agricultural commodities, Rep. John J. Dempsey (D., N.M.) told the House.

"All other countries subsidize their film industries but the American industry brings dollars back to the United States," Dempsey said.

Hollywood films are "the greatest salesmen of America, its democratic processes and its products." They

stimulate economic development and progress abroad, create admiration for the American way of life, and create markets for American goods portrayed, Dempsey pointed out.

The film industry is to be commended, he said, and went on to point out the need of the industry for its foreign markets. "Without foreign business, Hollywood would be unable to produce pictures of high artistic and technical merit," he argued, since nine out of 10 Hollywood films fail to meet their costs in the US market.

Zanuck, Eisenhower Confer on US Drive

WASHINGTON, April 13.—Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, met here over the weekend with President Eisenhower and other Administration officials to discuss the government's overseas psychological warfare campaign.

Zanuck said he came to Washington at the suggestion of President Eisenhower, in his capacity as a colonel in the Army Reserve and as a member of the Advisory Council of Chief of the Army Signal Corps. He discussed the motion picture and other aspects of the program with a State Department committee and then with a special White House committee, and then reported to the President.

To Show Lawrence TV Tube Tomorrow

Two demonstrations of the Lawrence color TV tube, manufactured by Chromatic Television Laboratories, Inc., an affiliate of Paramount Pictures, will be held here tomorrow.

The tri-color home TV tube will be unveiled in its first public demonstration in the afternoon in the Paramount Building. There, the tube will be used in conjunction with the proposed broadcasting standards of the National Television System Committee. In the morning, a demonstration will be held at the New York Athletic Club, where the tube will be utilized in conjunction with the color system of Columbia Broadcasting. Dr. Ernest O. Lawrence and Dr. Luis W. Alvarez, inventors, will be present.

Key N. Y. Circuits Book IFE's 'Anna'

"Anna," Silvana Mangano's first American-language film which recently concluded a seven-week first-run engagement at the Globe Theatre here, will be the main feature at RKO, Brandt and Skouras theatres in Manhattan, Westchester and Bronx beginning next Monday, according to Bernard Jacon, vice-president in charge of sales of the I.F.E. Releasing Corp., distributors of the film.

The picture will play RKO Brooklyn houses during the following week, with simultaneous bookings on the Century and Ranforce circuits.

Krim Leaves Today For Foreign Festival

Arthur B. Krim, president of United Artists, sails from New York aboard the *S.S. Andre Doria* today for Cannes, where he will attend the International Film Festival. Krim will also visit London, Paris and Rome on a one month business tour during which he will confer with Hollywood producers now on location in Europe filming pictures for United Artists release.

Among those with whom Krim will meet are producer-director Anatole Litvak, who is in France completing "The Girl on the Via Flaminia"; John Huston, who is in Italy filming "Beat The Devil," and Errol Flynn, who is winding up "Crossed Swords," also in Italy.

'Split Second' Opens In Denver May 6

The world premiere of "Split Second," Edmund Grainger production for RKO Radio, has been set for May 6 at the Orpheum Theatre in Denver, with Dick Powell, who makes his debut as a director with the picture, and stars Alexis Smith and Arthur Hunnicutt to make personal appearances.

Immediately after the premiere Miss Smith, Powell and Hunnicutt will fly to Albuquerque for an appearance at the Kimo Theatre where "Split Second" opens the next day.

Okla. Allied Unit Elects Officers

OKLAHOMA CITY, April 13.—Directors of Allied Theatre Owners of Oklahoma have elected Harold Bowers chairman, replacing R. V. McGinnis, founder of the new Allied States unit, who resigned as chairman recently.

Other officers elected are: Glen D. Thompson, president; Less Nordeen, vice-president; Earl Snyder, treasurer, and Bernard McKenna, secretary.

Committee Approves Barnes Nomination

WASHINGTON, April 12.—The Senate Judiciary Committee has approved the nomination of California Superior Court Judge Stanley N. Barnes to be head of the Justice Department's anti-trust division.

Asks Exhibitors to Attend SBC Hearing

New Orleans, April 13.—Abe Berenson, Allied Gulf's president, is asking for volunteers among exhibitors of Louisiana to testify at the Senate Small Business Committee hearings commencing Wednesday in Washington. Hearings will cover complaints on general trade practices along with all violations of film companies. Louisiana's senator Russell B. Long is a member of the committee.

Allied Warns Units On 'Pan' Contracts

National Allied has sent a telegram to all of its units advising their members to be cautious in dealing with RKO Radio on "Peter Pan." Over president Wilbur Snaper's signature, the telegram alleges that "until you have approved contract, don't consider picture bought."

The telegram asserts that "Pan" is now being offered at flat terms on "prohibitive" prices and that the "local RKO representatives, including district managers, have limited or no authority to confirm deals on this picture."

The advice offered in the telegram is believed to have stemmed from a situation in which a deal, satisfactory to a circuit operator, was offered and then allegedly withdrawn after the exhibitor had started to prepare his advertising and had called a meeting of his managers for the purpose of promoting the picture.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

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"BY THE LIGHT OF THE SILVERY MOON"

Color by Technicolor — A Warner Bros. Picture

Plus The Music Hall's Great Easter Stage Show

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WARNERCOLOR starring VINCENT PRICE
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HUGO WINTERHALTER
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WE KEEP ON SAYING...
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Here's The Point



- The high prices that have sent the Cost of Living skyrocketing an average of 90.8% since 1939 have also shot the Cost of Theatre Operation up 98.9% since 1940...prices that have *us all* paying more than ever before for almost everything we buy!

COMPARE these towering increases with the *negligible* increase, IF ANY, you've given NSS during the same period of rising expenses.

COMPARE all your costs with the Low Cost, Service-With-A-Smile Policy of The Prize Baby.

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



Advises Lacquer Coat for 3-D Prints

Because 3-D prints receive greater "punishment," new prints should be treated prior to showing with a lacquer coating on the emulsion side only, which acts to seal in the moisture and prevent scratches, it was stated here yesterday by Jack Bernard, vice-president of Rapid Film Technique. Bernard's company services producers and laboratories with its Rapid-treat process for the preservation of prints and Rapid-weld, a special scratch remover.

Bernard warned against waiting until scratches have gone through the emulsion. He advocated a system of rotation of 3-D prints, whereby one print can be serviced while another is in use.

Marks Comments on Polaroid Charges

The recent charges involving patent rights made by the Polaroid Corp. against the Depix Corp. are counterclaims in answer to an original suit brought by Depix against Polaroid, it was pointed out here by Alvin M. Marks, Depix president.

Marks disavowed any inference in a Motion Picture Daily story published on April 7 with a Boston dateline that the Polaroid Corp. has brought suit against Depix Corp. and Marks for patent infringement. The charges contained in Polaroid's action in U. S. District Court in Boston, Marks stressed, were counterclaims and did not constitute a filing of a suit against Depix and Marks. Depix's action, it was added, was filed in February.

Marks, commenting on Polaroid's objection to Depix's use of the trademark "Polalite," said the trademark has been used by Depix's predecessor in title on light polarizing materials for many years, and to the knowledge of the Polaroid Corp.

Stevens Advocates

(Continued from page 1)

following the run of "By the Light of the Silvery Moon."

The unsettled conditions brought on by new technical developments, Stevens said, has motivated him to postpone filming of his new property, "Comancheros," a novel by Paul Wellman. He expressed hope that by next spring things would settle down and he would be able to begin production.

To Go Independent

Stevens, whose five-year contract with Paramount expired with the completion of "Shane," said he planned to go into independent production and has not, as yet, decided upon a distributor for his pictures. He estimated the cost of "Shane" at \$3,000,000. Present plans call for big-screen openings in the aspect ratio of 1 to 1.66 in key cities, he said. Stevens differentiated the term "big-screen" as opposed to "wide-screen," claiming competitive wide-screen systems were undesirable. He added that "Shane" can and will be shown on conventional screens also.

Stevens advocated that the industry set up a "Cadillac division" for spe-

20th-Fox May Sell to TV

(Continued from page 1)

Skouras notes that the company "has consistently refrained from placing any valuation on our library of older motion pictures which total approximately 900 since the advent of sound motion pictures.

"With the potential market of these subjects for television, however," he continues, "such a library is becoming increasingly important. As the stations increase in number, there is a potential increase in the revenue possibilities of these pictures for television uses.

"Up to this time, for our own sound business reasons," Skouras observes, "we have refrained from disposing of these pictures to television stations. Among the reasons have been that we are engaged primarily in the making and distribution of pictures for theatre purposes and the re-issue from time to time of the older pictures for theatre exhibition.

"However, with the advent of of CinemaScope and other new techniques," Skouras says, "it is anticipated that the theatre demand for motion pictures will be generally for pictures of the new types. The demand for the older pictures will greatly decrease for theatres.

"Therefore, it is likely these older pictures will then be made available for television.

"The value rising from these developments and changes," Skouras reports, "cannot be estimated with accuracy but we hope that these pictures will derive for your corporation very large income, running into millions of dollars."

Skouras notes that with the company's divorce of National Theatres last Sept. 27, stockholders of the old 20th-Fox company received one share of stock of the new film company and one of the new theatre company for each share held in the old 20th-Fox. On April 8, he notes, market value of the stock was \$16½

for the picture company and \$7½ for the theatre company, or a combined value of \$23¾. A year ago, market value of the old company's stock was \$17½ a share."

Book value of the stock at the end of 1941, Skouras reports, was \$21,560,894. Last December, the book value of the new picture company's stock was \$79,910,514, and that of National Theatres stock distributed to stockholders on divorce was \$19,602,037, or an aggregate of \$99,512,551.

Not included is the potential value of the library of 900 sound films and a replacement value "at least \$25,000,000 in excess of current balance sheet values" of the company's physical properties in Hollywood and New York and other important investments of the corporation, Skouras says.

Skouras devotes a large portion of his report to details of the introduction of CinemaScope and Eidophor, concluding his discussion with the statement that, "In our opinion, the theatres of the country with CinemaScope and Eidophor soon available to them will enter into a new era that will substantially transcend previous accomplishments.

"We are launching CinemaScope in October of 1953," he states, "and hope to launch Eidophor as soon as possible thereafter."

"The corporation's outlook appears brighter than at any time since the industry began to feel the effect of television," Skouras says. "Indeed, with CinemaScope and Eidophor, your management sees great progress and achievement indicated for 1953, justifying the faith, support and encouragement that has always been accorded to us by stockholders."

Skouras's letter to stockholders accompanied the financial report for 1952, highlights of which were published in MOTION PICTURE DAILY on March 27.

CinemaScope to Cut

(Continued from page 1)

increased from \$53,834,095 at the end of 1947 to \$58,881,236 at the end of last year. Number of features released annually during the six-year period also increased, from 18 in 1947 to 33 last year.

Even though the number of releases

NUMBER OF 20TH-FOX FEATURE PICTURES RELEASED

	Technicolor	Black & White	Total	Average Cost	Total Inventory at the End of Year
1947.....	7	11	18	\$2,328,600	\$53,834,095
1948.....	7	14	21	1,869,700	54,811,284
1949.....	5	19	24	1,787,700	54,924,339
1950.....	9	19	28	1,634,000	58,295,958
1951.....	12	21	33	1,370,000	57,848,074
1952.....	13	20	33	1,298,000	58,881,236

cial big budgeted pictures, to be treated separately and apart from the release schedule of production-distribution companies. Only in this way, Stevens maintained, can a big budgeted production realize its full potential, pointing to the operation of Sam Goldwyn Productions.

Asked if he favored an advance admission policy for special picture, Stevens replied that superior pictures

deserve superior prices just as it is unfair to the public to ask it to pay the same price for inferior product.

He expressed the opinion that 3-D overemphasized depth and gives the viewer a greater degree of unreality than conventional films. Stevens acknowledged that he may be wrong and that 3-D fused with a wide screen process may be a striking development.

20th-Fox Foreign Trade at New High

Foreign film rentals of 20th Century-Fox reached a new all-time high of \$35,737,000 last year, Spyros P. Skouras, president, tells company stockholders in his annual report, now being distributed. In the preceding years foreign rentals amounted to \$32,171,000.

The company's worldwide film rentals in 1952 were \$93,167,000, which compares with \$92,489,000 in 1951. Domestic rentals last year were \$57,430,000, compared with \$60,318,000 in 1951.

However, Skouras reports, domestic film rentals have increased 24.5 per cent in the first 14 weeks of 1953 over the corresponding period of 1952. In the same period this year, foreign film rentals were up 8.3 per cent. The worldwide increase for the 14 weeks was 17.8 per cent.

The company's dollar remittances to the U. S. from foreign operations were \$15,577,000 in 1952, compared with \$16,003,000 in 1951. In addition, expenditures of foreign balances for film production, theatre acquisitions, story purchases, taxes and the like were equivalent to an additional \$2,166,000 in 1952 and \$3,176,000 in 1951.

Seeks Full Ownership

Skouras's report revealed that 20th-Fox is negotiating for the purchase of the six per cent of common stock of Hoyt's Circuit, operating 182 theatres in Australia. The other 94 per cent is owned by 20th-Fox. Hoyt's earnings last year were £280,876, compared with £251,624 in 1951. (The Australian pound is equivalent to \$2.25.) In 1952, Hoyt's declared a common stock dividend of £93,500, in addition to its regular dividend of £55,000 on the A and B preferred stock.

The report also reveals that 20th-Fox received £18,000 in dividends last year from the Amalgamated Circuit, operating 54 theatres in New Zealand. (The New Zealand pound is equivalent to \$2.80.) Approximately 75 per cent of the stock of Amalgamated is owned by 20th-Fox. Amalgamated's earnings were £27,286 last year, compared with £32,604 in 1951.

Interest in Gaumont

Skouras's report notes that 20th-Fox also holds a 27.4 per cent voting interest in the Gaumont Circuit of 268 theatres in Great Britain; owns two theatres in Egypt, one in Holland, four in South Africa, four theatre sites in South Africa, and two in Israel.

The report also sets forth Skouras's belief in opportunities for theatre development in the Far East, which was reported in trade press interviews with him on his return from a world tour last winter.

Tax Reports

(Continued from page 1)

Only exceptions would be "highly transient" firms, where there is some fear that failure to get monthly reports would jeopardize the government's tax take. Theatre owners will receive in June a notice telling the basis on which they must pay excises after July 1.

The same change also applies to all other excise taxes, such as the photographic film and apparatus tax.

No Witnesses

(Continued from page 1)

having returned yesterday morning from five weeks in Europe. Starr and Walter Reade, Jr., executive vice-president, will be TOA's representative at the arbitration sessions next week. Starr, at an industry press conference, reiterated his sentiments on arbitration and said that arbitration was the "only sensible solution" to many industry problems. He expressed the belief that the industry can work out a system by itself without government assistance or supervision. Allied will present its witnesses at the hearings tomorrow. Ten have been delegated so far and it is likely that others will testify on succeeding days. Distributors will make their rebuttal to the exhibitors' charges on Wednesday of next week, while the following day will be devoted entirely to arbitration.

Comments on Skouras Plan

Starr was informed by the trade press representatives that Spyros P. Skouras, president of 20th Century-Fox, had indicated in his report to stockholders that 20th-Fox may make old films available to television after all theatres had been equipped for the showing of CinemaScope productions. When asked for comment on Skouras' contemplated move, Starr said he was "delighted" that the company would withhold product from TV until all theatres were in a position to utilize the new media. This, he said, was protecting the old customers and that formerly such a move would have been economically unsound.

Reporting on his European trip, Starr said he found theatre business abroad "surprisingly good." He said he heard very few complaints about box-office receipts and that exhibitors were "intrigued" over the development of new exhibition media in the United States. Starr expressed the opinion, however, that the Europeans would be more discriminating in accepting 3-D and wide screen projects.

Perfect Dubbing

Starr said that the perfection in dubbing English language prints abroad was "astounding." He said that in Turkey where superimposed titles are not used, the dubbing was so good that it was hard to believe that the Turkish dialogue had not been recorded by the players themselves.

In England, Starr found, the impact of television on theatre business was slight, but he said that by the end of this year, commercial TV over a network independent of BBC was expected to operate and that this could affect box-office grosses. Starr also said it was evident that the British industry could not exist without government subsidy through the Lady plan.

Starr plans to return to his Nashville home today.

NCA Meet

(Continued from page 1)

gimmicks invented by film companies to violate the law will be under fire" during the convention's business sessions.

Sharing the convention spotlight will be a report on 3-D and other developments. Scheduled speakers include Wilbur Snaper, national Allied president; Abram F. Myers, Allied general counsel; Henderson M. Richey, M-G-M, and Leon J. Bamberger, RKO Radio.

Review

"Scared Stiff"

(Hal Wallis—Paramount)

THE most enjoyable corn we have ever tasted is dished up in sumptuous quantities under the label of "Scared Stiff," a sure-fire money-making product of merchandiser Hal B. Wallis, who spiced the corn deliciously with Carmen Miranda paprika; OO-la-la!!!

Dean Martin and Jerry Lewis have made millions hilarious with their screw-ballishness. This is their screw-ballishet screw-ballishness.

Imagine, if you can, what happens when the fanatically facial and physical contortionist Lewis cavorts about the most expensively produced castle we have ever seen, with trap doors, falling floors, closing walls, skeletons, and very weird sounds. Jerry's reactions to the "spirit" lurking around the place, and his many hilarious close calls to Eternity, will tickle the risibilities of all except those whose risibilities just won't be tickled.

"Scared Stiff" arrives at a time when so many gadgeteers and gimmickers clarify the arrival of 3-D and aggravate so many exhibitors' ulcers that this will be a "2-D" antidote to "3-D."

Dean Martin starts the turmoil by romancing Dorothy Malone, "special moll" of Leonard Strong, a hood. Dean and Jerry, the latter an always-spilling-everything-bus boy at the Chit Chat Club where Dean is singing, find it convenient to scam when they learn of Strong's protestations against Dean's encroachment upon the hood's romantic territory.

In the "scramming" procedure, the two meet Elizabeth Scott, who has just inherited a castle in Cuba, and an island, too. All hands finally reach the island, after stopovers in Havana, where Carmen Miranda marvelously Mirandas and rhumbas. From there on in, the spooks take over—and hold your sides for belly-laugh.

A flashback: Just before the haunted-house weird-ities, Carmen Miranda, Dean Martin and Jerry Lewis give with the rumba, separately and all together, in song and dance. Carmen, alone, is a so-swell entertainer. Dean Martin sings frequently, and pleasingly. Elizabeth Scott and Dorothy Malone head up a mighty capable cast, consisting, principally, of George Dolenz, William Ching, Paul Marian, Jack Lambert, Tom Powers, Tony Barr, Harry Brandon and Hugh Sanders.

Any and all compliments appearing in this review most definitely include the directorial guidance of George Marshall. He worked from a screenplay by Herbert Baker and Walter DeLeon, who, with additional dialogue by Ed Simmons and Norman Lear, used as the basis of their yarn, the play by Paul Dickey and Charles W. Goddard.

Running time, 108 minutes. General audience classification. For June release.

JAMES CUNNINGHAM

1st-Run Grosses

(Continued from page 1)

three-dimensional opening on Broadway, "Man in the Dark" at the Globe is due to hit a very good \$35,000 for its first seven days.

A robust \$155,000 is indicated for the third week of "By the Light of the Silvery Moon" at Radio City Music Hall, which also features its regular Easter show. The Paramount stage show, incidentally, headlines Eddie Fisher. At the Roxy, the third week of "Call Me Madam" and the IceColorama show is expected to register a solid \$115,000.

"Salome" at the Rivoli, now in its third week, is forecast to do a smart \$50,000, while a neat \$42,000 is seen for the ninth week of "Moulin Rouge" at the Capitol. The long standing "Hans Christian Andersen" is doing excellently at both the Criterion and the off-Broadway Paris. The Criterion gross for the 19th week is predicted to hit \$27,000, while the Paris is due to gross \$6,500.

A good \$19,000 is seen for the third week of "Off Limits" at the Astor, while a smart \$26,500 is forecast for the 16th week of "Come Back, Little Sheba" at the Victoria. The second week of "Jeopardy" at the Mayfair is due to rack up a good \$17,500, while a fair \$21,000 is indicated for the opening week of "I Love Melvin" at Loew's State.

Schwartz, Rhoden

(Continued from page 1)

Elmer C. Rhoden, vice-president, of National Theatres, bought stock in the company in March. Hines purchased 1,000 shares of common and Rhoden bought 1,500 shares, the latter

Towne Appeal

(Continued from page 1)

distributors will use against them."

Last month, the Jackson Park and Milwaukee Towne theatres asked the high court to overturn almost identical rulings of the Seventh Circuit court, finding that the two theatres must outbid competing theatres to get choice films. The court held that the competitive bidding provisions of the Paramount case opinion outweighed the earlier relief granted the two theatres to get top films on payment of "a fair and reasonable rental."

Allied today filed a "friend of the court" brief in support of the Milwaukee Towne appeal.

Many Allied members are now suing distributors, the brief said, adding that "whether or not they will be able to obtain and maintain effective injunctive relief will in great part depend upon the correction by this court of the errors in the holding of the circuit court in this case."

Under the circuit court decision, Allied argued, independent exhibitors would have to convince someone in the Justice Department that "rigged bidding or favoritism has resulted in discrimination in violation of the Paramount decrees and persuade them to apply to the court to punish this violation." This would mean, the brief said, that the three-judge court in the Paramount case "would be sitting constantly as referee in the daily operation of the motion picture industry throughout the entire U. S., which is neither possible nor desirable."

increasing his indirect holdings to 3,525. His direct holdings total 16,800 shares.

ITOA Gets Paper's Support in Tax Drive

Strong editorial support for the industry's campaign to have the Federal admission tax exemption bill passed by Congress was obtained through the efforts of the New York Independent Theatre Owners Association. An editorial appearing in the New York Daily Mirror states in part:

"Congress should not sit complacently by and become party to a murder. This is not even quick murder, but death by strangulation."

"We're referring to the 'wartime' 20 per cent amusement tax that is killing an industry, wiping out jobs, closing theatres—in fact, destroying by a discriminatory tax the very base upon which general and legitimate taxes can be levied."

To Attend House 20% Tax Exemption Bill

NEW ORLEANS, April 13.—Abe Berenson, president, and L. C. Montgomery, chairman of the board of Allied Theatre Owners of the Gulf States, and Maurice Barr, secretary in charge of public relations of Paramount Gulf Theatres, will be in Washington on Monday, where they will testify before the House Ways and Means Committee on the Mason Bill, H. R. No. 157, to exempt motion picture theatres from the 20 per cent Federal admission tax.

Berenson urges all exhibitors in this territory to write, wire or call their Representatives and Senators to appear and speak in behalf of the tax exemption bill.

Mason Pleads for Aid

(Continued from page 1)

for the privilege of operating at a loss; each theatre that broke even paid from \$10,000 to \$15,000 for the privilege of doing business without profit; and each theatre that made a profit paid from \$15,000 to \$18,000 admission taxes, and, in addition, a heavy business tax upon every dollar of profit made."

Mason said it was fair to tax business profits, "but we do not believe it either fair or proper to tax business losses."

Overseas Tax

(Continued from page 1)

ably it would not be retroactive but would only cut off this benefit for the future.

The provision was originally put in the law to induce people to go overseas for Point Four work and for work on military bases, but was used by the film workers, retired businessmen and other groups. The Treasury, after long work on the problem, said it was convinced it could not meet the problem by regulation and that legislation would be needed. The Treasury stand was taken as an admission that the department would not have much of a case if it attempted to collect taxes from the film workers who have already used the provision.

North Central Area Drive-ins Open Early

Minneapolis, April 13.—Drive-ins in the North Central area began opening in quantity last week—a full two weeks earlier than usual. Among the early birds are seven of eight Twin Cities drive-ins and the 7-Hi, Hilltop, Twin, Bloomington, Rose, Starlite, Coral and Minnehaha. The Navarre Amphitheatre, under construction in the Lake Minnetonka area, is scheduled to open around May 1.

Montgomery Joins VC Epilepsy Drive

Robert Montgomery, television producer and film star, has become a director of the Variety Club Foundation to Combat Epilepsy, it was announced yesterday by William J. German, board chairman.

Two additional members of the amusement industry fund-raising committee of the Variety Club Foundation were also announced by German. They are Charles Einfeld, vice-president of 20th Century-Fox, and Charles L. O'Reilly of ABC Vending Corp.

Certify TV Company

ALBANY, N. Y., April 13.—Genesee Valley Television Corp. has registered a certificate to conduct a television broadcasting business in Rochester, with attorney Howard M. Antevil, William J. Graham and Helen Keneally, of the Schine circuit home office staff in Gloversville, as incorporators. The corporation is understood to have been formed in connection with the application filed with Federal Communications Commission by Schine interests for a television station there.

Set Drive-in Plans

MILWAUKEE, April 13.—Port Outdoor Theatre, Inc. will open its new 575-car drive-in near Grafton, Wis., about mid-May, it is reported here by Erwin L. Nowack, one of the owners. Meanwhile, it is learned that Stanley Smith, owner of the Siston Theatre, Sisseton, S. D., will build a 300-car drive-in just outside the city.

'Leaguers' Cite Husing

Prior to the annual dinner of sports broadcasters last night at the Hotel Park Sheraton here, Ted Husing was given a scroll as "The Voice of Little Leaguers" by Emerson Yorke, official producer of films for Little League Baseball, Paul S. Kerr, vice-president of the Baseball Hall of Fame, Charles Segar of the baseball commissioner's office and a group of "little leaguers."

Brissons to Be Hosts

Rosalind Russell, and her husband, producer Frederick Brisson, will be hosts at a luncheon for New York film critics and amusement page editors on April 21 at Sardi's. Immediately following, the group will attend a preview of Miss Russell's latest RKO Radio comedy, "Never Wave at a Wac," which was produced by Brisson and opens at the Astor Theatre here on April 23.

Asides & Interludes

—by James Cunningham

TO the many thousands of exhibitors throughout the land who are not blessed with the bulletins of the Theatre Owners of America to guide them in promoting "good press relations," may we pass along these observations, from the current TOA bulletin, advising exhibitors about how best to cultivate the good feeling, the good will of a local newspaper movie editor:

"You cannot afford to be insidious. You must be honest and sincere. Don't antagonize the critter. Try to educate him—help him get the 'feel' of your paying customers. Don't alibi Hollywood. Don't lie. Tell him the truth—unless he is one of the snide type mugs who enjoys any form of crucifixion. Don't bootlick the guy. Treat him as an equal, even if you don't feel that way. Honestly, basically, he's a pretty good guy—just underpaid and generally unhappy."

☆ ☆ ☆

The Advertising Corporation of Chicago calls our attention to a new window screen to fit all makes and styles of automobiles (except convertibles and hard tops), manufactured by the Gig Manufacturing Company, also of Chicago.

They call the gadget the Gary Insect Guard (Patent No. 2,619,168), and set forth the claim that it "affords insect-free car ventilation throughout the summer months and is especially valuable at outdoor movies; on fishing and hunting trips; during roadside stops," etc., etc.

From where we sit, a close study of the Gary Insect Guard convinces us it will easily keep out book salesmen, film peddlers, hippopotramussesssss, Noah's Arks, etc., etc.

But, boy, oh what openings for those long-and-everlasting Jersey mosquitoes.

☆ ☆ ☆

How many towns in all of the 48 states can boast of a police force of 13? Thirteen cops were on daily assignment at New York's lone, little Music Hall, to help unwind the crowds who wound and wound around Mr. Rockefeller's Fifties, during the Easter holidays.

☆ ☆ ☆

This week, in Washington, Allied States and the Theatre Owners of America will meet with portly Senators to discuss trade practices—a joust which has been jousting since we entered this joust-festered industry on Paddy's Day back in 1920.

This week, in Mexico City, the National Exhibitors' Association and the local Municipal Amusements Supervision Department, will confer about establishing a police corps for theatres to watch for smokers, pickpockets, sex fiends, and "pairs of lovers whose actions exceed the bounds of decency."

And you think you have troubles, Wilbur? and Alfred? and Abram?

☆ ☆ ☆

In the very earliest days of Leo-the-Lion's roarings, Metro established the reputation of re-filming, re-touching, re-editing, re-what-have-you, in order to make the product perfect.

Anyway, Metro's re-touchers-for-product-perfection can now take a back seat—but all the way back, to make room for the greatest strive-for-perfection effort in production, as formally announced to the press of the world by RKO Radio, to wit:

"Although camera work wound up last September on 'Never Wave at a Wac,' RKO comedy that opens at the Astor Theatre April 23, one scene was not completed until after last November's election. The scene was to show Washington hostess Rosalind Russell unveiling a bird bath on the White House Grounds, and waving a greeting to a figure standing in the window of the President's study. Producer Frederick Brisson waited until after the election to see who the actor at the window would have to look like."

☆ ☆ ☆

Late 3-D Releases: United Artists has been boasting, oh, so much, about "Bwana Devil." Then, along came Columbia with "The Man in the Dark." The 3-D'ers are making progress. Warner is in the parade, too, with "The House of Wax." And Lippert Pictures on May 1 will release a 3-dimensional featurette entitled:

THE GREAT PANTY RAID

☆ ☆ ☆

A piece de resistance, from the News Bureau of United Airlines:

"Ad men and show business chiefs, jaunting between New York and Chicago, will have a clubroom in the sky when United Air Lines begins operating 'The Executive' on April 26 as the first men-only service in the history of commercial transportation.

"Passengers on 'The Executive' will be permitted to smoke pipes and cigars, defying the general airline taboo on those forms of nicotine. Two stewardesses—the only women on board—will provide slippers, evening papers and other comforts of home. Closing market quotations will be available, along with an assortment of trade journals and a special message service for last-minute communiques. And there'll be juicy steaks for dinner."

Newsman Survive Norfolk Invasion At 'Titanic' Bow

By AL STEEN

All hands who covered 20th Century-Fox's "Operations Titanic" at the Norfolk Naval Base last weekend for the industry trade press were back on their respective jobs yesterday, having survived baptism by fire and firewater, maneuvers on the beach and dance floor and, although they were not required to polish brass, some of the Navy brass helped to polish the trade press.

The weekend junket, arranged for the purpose of giving "Titanic" its world premiere in conjunction with the Navy Relief Ball, was carried out with precise Naval punctuality, aided and abetted by heroic 20th-Fox publicists who probably can be reached today at some local sanitarium. Each event was minutely charted as to time and place and the schedule was adhered to as only the military can do it; in fact, one newsman who wanted to brush his teeth at three o'clock discovered, after reading his operations order, that he had to wait an hour-and-a-half.

Stormed A Beach

A highlight of the weekend activities was the storming of Beach No. 2 on the Virginia coast in an amphibious assault landing by "VUPS," "VOPS" and "VIPS." It was explained that the initials stood for Very Unimportant Persons, Very Ordinary Persons and Very Important Persons. The newsmen were not classified, but after the assault they were regarded as "VGP's," standing for Very Grimy Persons, having brought back most of the sand in their clothes.

As the landing crafts approached the beach, film stars and scribes stood up bravely until the "enemy" on the beach started shooting cannons at them. One Marine was just fixing his bayonet when the craft scraped the beach, pitching him forward and very nearly giving a crouched actress in front of him a Purple Heart. With the Marines clutching their rifles and the reporters clutching the nearest feminine star, the party dashed ashore and received resounding cheers from the waiting crowd. One actor took three curtain calls.

The vaudeville show and dance following the screening of "Titanic" were expertly handled, the audience responding warmly to the entertainment offered by Ed Sullivan, Billy DeWolfe, Jimmy Nelson, Eileen O'Dare, Nanette Fabray, Debra Paget, Jeffrey Hunter, Anne Francis, Byron Palmer, Charles Coburn and a troupe of local talent. With the able assistance of Leo Pillot, Bill Winter, Ira Tulipan and Meyer Hutner, all of 20th-Fox, the weekend program was directed and executed by Captain Bosquet N. Nev, Chief of Staff and a corps of aids, with unqualified success.

Large Drop in Film Company Dividends

WASHINGTON, April 13.—Publicly-reported cash dividends by film companies amounted to \$3,040,000 in March, compared to \$4,635,000 a year earlier, the Commerce Department reported. Commerce said the drop was due to lower totals paid by Loew's and 20th Century-Fox.

Para. Profit For 1952 at \$5,899,871

Shows Increase Over Preceding Year's Net

Paramount Pictures yesterday reported net profit for 1952 of \$5,899,871. Consolidated earnings for the preceding year were \$5,459,273.

Barney Balaban, Paramount president, points out in his report to stockholders that the company at the end of the fiscal year had total current assets of \$73,695,708 and current liabilities of \$9,476,007, leaving a net working capital of \$64,219,701.

Paramount's operating revenues for 1952 aggregated \$106,819,214, of which \$104,811,289 was from film rentals,

(Continued on page 4)



Barney Balaban

Form CinemaScope Screen Subsidiary

CinemaScope Productions, Inc., a new company, has been formed as a subsidiary of 20th Century-Fox. It will act as sole distributor of the Miracle Mirror Screen, manufactured and patented by the Miracle Mirror Screen Corp.

The screen is said to be an all-purpose screen, "completely compatible with and suitable for CinemaScope, Eidophor, television telecasts, standard, 3-D, and other wide-screen production." (Continued on page 5)

N.Y. Exchange Talks Await Teams' Return

Negotiations for a new contract for New York exchange employees will not be resumed until the three teams comprising the distributors' exchange operations committee return from their current field trip to other branch cities. One team left Monday for Cleveland and the other two groups start out today, one going to Atlanta and the other to Denver. By the time (Continued on page 4)

12 of 15 Witnesses At SBC Hearings from Allied

WASHINGTON, April 14.—The Senate Small Business Committee today announced the names of 15 witnesses who will testify tomorrow, Thursday and Friday at sub-committee hearings here on the problems of independent theatre owners.

Twelve of the 15 represent Allied States Association. Two others are exhibitors who have themselves contacted the committee directly, and another witness represents the National Association of Real Estate Boards and will testify on an NAREB survey of theatre closings and openings.

The sub-committee, headed by Sen. Schoeppel (R., Kans.), started its hearings in Los Angeles two weeks ago.

A committee official said that further exhibitor witnesses would be heard next week on April 22 on general (Continued on page 4)

Souvaine Resigns As Firm President

Henry Souvaine resigned as president and director of Souvaine Selective Pictures, Inc., at a board of directors' meeting here. The resignation will take effect immediately. No successor was disclosed by the company.

According to Souvaine, the company (Continued on page 4)

Schimmel Chairman Of UJA Amusement Division for 1953

Adolph Schimmel, Universal vice-president and general counsel, has been named chairman of the amusement division of the United Jewish Appeal for the 1953 fund raising campaign.

Schimmel's appointment was announced at an amusement division luncheon in the Paramount Building here yesterday, sponsored by Barney Balaban, Paramount Pictures president.

Robert Benjamin, United Artists (Continued on page 5)



Adolph Schimmel

LAUD DRIVE-INS' INDUSTRY STATUS

Ezell Says 3,655 Open Air Theatres Gross \$234,000,000 Yearly; Cites Problems

DALLAS, April 14.—The 3,655 drive-in theatres in this country gross \$234,000,000 annually and are indispensable to the industry, Claude Ezell, president of Ezell and Associates, said here today at the convention of the Texas Drive-in Theatre Owners Association.

Ezell, who is the founder of the International Drive-in Theatre Owners Association, in his keynote address traced the history of the "pasture-type" theatre and noted its problems.

Ezell pointed out that while some drive-ins play first-run, many oper-



Claude Ezell

ators have demanded unreasonable availabilities, the fallacy of which has been proven by the "great difference in film rentals by playing pictures behind instead of before the conventional theatre run." He said that although there is still some lack of agreement as to the fairness of film deals, "we have improved our terms to a great extent since those early days."

Asserting that it will take time for the industry to develop a uniform and practical 3-D system for drive-ins, Ezell stated, however, that 3-D would give the open-air theatres an opportunity to increase admission prices legitimately in proportion, adding that (Continued on page 4)

Allied Wants Para. Decree Better Policed

Rembusch Outlines Aims Of Allied at Sen. Hearing

LOUISVILLE, April 14.—Allied States Association will urge the Senate Small Business Committee to "nudge the Department of Justice into properly policing the Paramount decree," Trueman T. Rembusch, president of Allied Theatre Owners of Indiana, declared here today.

In an address before the convention of the Kentucky Association of Theatre Owners, Rembusch outlined Allied's approach to the Senate hearings, which open in Washington tomorrow. Allied leaders, he stated, will make "an all-out presentation of evidence" to show the "growing lawlessness on the part of distribution." The purpose of the presentation, Rembusch stressed, is to have the Senate committee stem the alleged laxity of the Justice Department in enforcing the terms of the decree.

"If the former Administration's (Continued on page 4)

No Rush to Sell Films to TV Seen

The introduction of 3-D and wide-screen systems has not changed Paramount's position regarding the sale of its films to home television, Barney Balaban, president, said here yesterday. Similar sentiments were expressed by a spokesman for RKO Radio Pictures.

The two companies were sounded out in light of the statement issued by 20th Century-Fox president Spyros (Continued on page 5)

Overseas Tax Law Repealer Hopped

WASHINGTON, April 14.—House Ways and Means Committee chairman Reed (R., N. Y.) and Rep. King (D., Calif.) introduced legislation to repeal a provision of the 1951 tax law under which film stars and other American taxpayers who stay out of the country for 17 out of 18 consecutive months are freed from Federal income tax liability.

They acted after Secretary of the (Continued on page 4)

Personal Mention

JESSE L. LASKY is in New York from Hollywood.

ROBERT DENTON, Paramount News representative in Washington, and **MRS. DENTON** are in New York to attend the **JUDITH ROSE BALABAN-JAY IRA KANTER** wedding at the Plaza Hotel today.

AL FISHER, head of Loew's International's tax department, will leave here Friday for the Far East where he will represent MPAA member companies in negotiations on tax problems.

LOUIS LIPSTONE, head of the Paramount music department, and **MRS. LIPSTONE** arrived here from Hollywood last night.

EDWARD L. HYMAN, vice-president of AB-PT, and **SIMON B. SIEGEL**, comptroller, are in Detroit and will return to New York on Friday.

EDWARD L. FABIAN and **LOUIS R. GOLDING**, Fabian Theatres executives, have returned here from a tour of houses in Upstate New York.

GEORGE STEVENS, producer-director, will be guest panelist on the "Twenty Questions" show over the DuMont Television Network on Friday night.

SIDNEY FRANKLIN, M-G-M producer, returned to the Coast yesterday after two weeks in New York.

CHARLES VIDOR, M-G-M director, will arrive here from the Coast on April 23.

Martin Bennett with RCA on the Coast

CAMDEN, N. J., April 14.—Appointment of **Martin F. Bennett** as regional manager of the West Coast region of the RCA Victor Division was disclosed here by **Charles M. Ororizzi**, operating vice-president of the division.

Harold R. Maag, vice-president and Western manager, will assume broader responsibilities in the supervision of the division's over-all operations on the Coast.

Goldstone Named Dudley Pictures 'VP'

HOLLYWOOD, April 14.—**Richard Goldstone**, veteran Hollywood producer, has been named vice-president in charge of production of **Dudley Pictures Corp.** by **Carl W. Dudley**, president.

Goldstone, who recently severed a lengthy affiliation with M-G-M, will also function as head of production for **Dudley Television Corp.** and the **Vistarama Corp.**

'Pan's' Record in D.C.

WASHINGTON, April 14.—Tomorrow when **Walt Disney's "Peter Pan"** begins its 10th consecutive week at **RKO Keith's** here, a new all-time house record will be established.

All Are Invited to Denver Meeting

Denver, April 14.—All theatremen, whether Allied members or not, are urged to attend the convention of **Allied Rocky Mountain Independent Theatres** on May 26 in Denver when 3-dimension will be the principal topic of discussion. Non-Allied members can attend by paying only the registration fee, it was said.

Committees Named For Virginia Meet

RICHMOND, Va., April 14.—Complete plans, a program and committees have been set for the annual convention of the **Virginia Motion Picture Theatre Association** by **Syd Gates** and **Leonard Gordon**, co-chairmen of the convention. The affair will be held at the **Hotel Chamberlin**, Old Point Comfort, May 5-7.

Committee chairmen are: Amplification, **John Bateman**; banquet, **Syd Gates**; distinguished guests, **Sy Hoffman** and **Jeff Hofheimer**; drive-ins, **Oliver P. Chandler, Jr.** and **Eli Dreylinger**; exhibits, **James Booth**; film clinics, **Robert Levine**; ladies, **Mrs. Constance Crosby** and **Mrs. Helen Smith**; president's cocktail party, **Hal J. Lyon**; publicity, **George E. Ward, Jr.**; refreshments, **Jerome Gordon**; registration, **William E. Jasper**, **H. C. Copeland**, and **J. K. Crockett**; speakers, **Leonard Gordon**; sports, **Dave Garvin, Jr.**; transportation, **Earle Westbrooke**; and Wednesday evening games, **Julian Gordon**.

Exhibitors from Maryland, the District of Columbia, and the Carolinas have been invited to attend.

K. of C. Against Ohio Censorship Repealer

CLEVELAND, April 14.—The **Cleveland Council, Knights of Columbus** has launched a statewide fight on the Mosher bill to abolish censorship in Ohio. A resolution condemning the bill and calling for its defeat is being circulated throughout the state, according to **Howard Reid**, grand knight of the council. A committee headed by **Thomas L. Osborne**, attorney, has been appointed to appear before the Senate's Health and Education Committee to speak against the bill.

On the other hand, the **Independent Theatre Owners of Ohio** has named a citizens' committee to speak for the bill when it is scheduled to come up for hearing on April 20.

New Coast 'Lab' Open

HOLLYWOOD, April 14.—The new **General Film Laboratories Corp.** has begun operations here with a processing capacity of 5,000,000 feet of 35mm. black and white positive and 1,000,000 feet of 35mm. negative film a week. The property and plant, formerly occupied by **Paramount Laboratory**, was bought from **Paramount** last year by **G. Carleton Hunt** and **Hans de Schulthess** and new equipment installed.

Mexico Quota Law Illegal

A Mexican law requiring theatres in Mexico to give 50 per cent of their playing time to native productions has been declared unconstitutional, the **Motion Picture Association of America** was informed here yesterday.

A decree issued in Oct., 1952, contained a provision calling for 50 per cent screen time to pictures produced in Mexico. Mexican exhibitors opposed the ruling and filed for an injunction against that provision in the over-all decree. **Dr. Ignacio Burgoa**, district judge in Mexico City, declared that the provision was contrary to Article 28 of the country's constitution, which reads:

"In the United States of Mexico, there shall be no monopoly of any kind and no imposition of taxes or prohibiting on the grounds of protecting an industry."

Arnall Conferring On Foreign Deals

HOLLYWOOD, April 14.—**Ellis Arnall**, president of the **Society of Independent Motion Picture Producers**, has arrived here from Atlanta for a stay of several days. Last week **Arnall** returned to his home base in Georgia from a 10-day trip to New York and Washington where he conferred on various aspects of a new Italian deal, and while here he will sound out members of his group on their views regarding this and other upcoming foreign pact negotiations.

British Honor Disney At 'Pan' Premiere

LONDON, April 14.—**Walt Disney** will be honored by the **British Red Cross Society** Thursday evening in ceremonies at the **Leicester Square Theatre** where his **RKO Radio** production of "**Peter Pan**" will have its European premiere.

Proceeds from the opening, which will be attended by an audience of British nobility, foreign diplomats and stage and screen stars, will be turned over to the **Red Cross Society**.

Piper New Secretary Of Para. Internat'l

J. William Piper, assistant secretary of **Paramount International**, has been named secretary of the company, succeeding **Roger C. Clement**, who has resigned as secretary and general counsel and will retire because of ill health, it was announced here yesterday by **George Weltner**, **Paramount International** president.

George G. Hoff has joined the company as counsel. He has been an attorney on the staff of the U. S. Department of State.

'Shane' Runs 118 Minutes

The running time of **Paramount's "Shane"** was incorrectly given by the company to **MOTION PICTURE DAILY** as 110 minutes. The correct running time is 118 minutes. The review appeared in the issue of April 13.

That's Not Cricket!

London, April 14.—**Chancellor of the Exchequer Butler's** budget, presented to Parliament today, makes no provision for tax relief to Britain's theatres but does grant tax exemptions to certain sporting events, particularly cricket.

British exhibitors, who have been campaigning for tax relief, say they will continue their fight during the committee stage of the finance bill, due to be reached about a month hence.

Ask Industry Aid For Palsy Drive

Participation of the motion picture industry in the 1953 **United Cerebral Palsy** campaign, to be held during May, is being requested by **Leonard H. Goldenson**, **American Broadcasting-Paramount Theatres** president, and president of **UCP**, and **Bob Hope**, national **UCP** life chairman. The campaign goal to aid the nation's cerebral palsied is \$7,500,000.

Goldenson has named the following motion picture trade press committee for the campaign: **Chester Bahn**, *Film Daily*; **Jack Harrison**, *Hollywood Reporter*; **James D. Ivers**, *Motion Picture Herald*; **James M. Jerauld**, *Boxoffice*; **Sherwin Kane**, **MOTION PICTURE DAILY**, chairman; **Tom Kennedy**, *Showmen's Trade Review*; **Mel Konecoff**, *The Exhibitor*; **T. M. Mortensen**, *Greater Amusements*; **Al Picoult**, *Harrison's Reports*; **Barney Stein**, *Film Bulletin*; and **Morton Sunshine**, *Independent Film Journal*.

Would Use Youth to Curb Vandalism

WASHINGTON, April 14.—Exhibitor **Sidney Lust** has suggested that **Boy Scouts**, church youth groups, high school student councils and other leading youth organizations be asked to furnish leadership in a fight against increasing teen-age vandalism in local theatres.

Lust said he felt that the youngsters were engaging in the vandalism largely to mock their elders and to win approval of some of their own contemporaries, and that "stern edicts" from older people would have no effect. He also said he had major objections to seeking police protection or redress through the courts to combat "what might have been no worse than a distorted notion of what sport and adventure are."

Warner Stars at 4 'Wax' Premieres

Vincent Price, **Frank Lovejoy** and **Carolyn Jones**, who star with **Phyllis Kirk** and **Paul Picerni** in **Warner Brothers' 3-D "House of Wax,"** in **WarnerColor** and **WarnerPhonic** sound, are making personal appearances this week in **Dallas**, **Fort Worth**, **San Antonio** and **Houston** for the picture's openings in those cities.



M-G-M DOES IT AGAIN!

There is no greater appeal to the mass audience than the magic of a powerful novel brought to the screen in its full glory as only M-G-M does it! Once again we present to your patrons excitement, splendor, suspenseful romance, entertainment of the kind they loved in "Quo Vadis" and "Ivanhoe." The new landmark in screen history is "Young Bess."

Timed with the
CORONATION!
"YOUNG BESS"

*The Famed Novel Now
A Great Screen Romance!
From M-G-M in Royal
Color by TECHNICOLOR*

Probably never before in the showmanship history of our industry has the release of an attraction been so perfectly timed with a World Event. The flaming pages of this great novel dramatize the life of the first Queen Elizabeth in all its pageantry and intrigue, when she was the girl called Young Bess. The Coronation of the girl who is the second Queen Elizabeth takes place on June 2nd. See this magnificent production at the Trade Show!



M-G-M presents
In Color by
TECHNICOLOR
"YOUNG BESS"
starring
JEAN
SIMMONS
STEWART
GRANGER
DEBORAH
KERR
CHARLES
LAUGHTON
with
KAY
WALSH • ROLFE • BYRON
CECIL
KELLAWAY • CARROLL
Screen Play by
JAN LUSTIG and
ARTHUR WIMPERIS
Based on the novel by Margaret Irwin
Directed by GEORGE SIDNEY
Produced by SIDNEY FRANKLIN

TRADE SHOWS - APRIL 27th

Allied Sends 12

(Continued from page 1)

cral problems, and that on April 23, the session would be devoted to a discussion of arbitration, with testimony from Alfred Starr, president of the Theatre Owners of America, and Austin Keough, Paramount general counsel.

Other distributor spokesmen will be heard on April 24, and a seventh day of hearings, on Monday, April 27, is now scheduled to get the views of the Federal Trade Commission and Justice Department.

It was emphasized that some of these sessions might have to be rearranged, depending on whether Senate debate and voting on the tidelands oil bill interferes with the committee meetings.

Lead-off witness tomorrow will be Philip A. Sliman of the Evangeline Theatre, New Iberia, La. He is appearing at the request of Sen. Long (D., La.), a committee member. He will be followed by Abram F. Myers, general counsel of Allied States; Allied president Wilbur Snaper; Allied past president Trueman Rembusch; and Sidney E. Samuelson, president of Allied Independent Theatre Owners of Eastern Pennsylvania.

On Thursday, the opening witness will be L. Frank Stewart, Stewart Enterprises, Inc., Danville, Ill., another exhibitor who has been in direct touch with the committee. Then will come Allied spokesmen Nathan Yamins, H. A. Cole, Beverly Miller, and Reuben Shor.

On Friday, the hearings will be opened by Hiram P. Holmes, chairman of the NAREB's economic committee. He will be followed by Allied exhibitors Benjamin N. Berger, Allen Johnson, A. C. Myrick and E. L. Peaslee.

Allied Wants

(Continued from page 1)

Department of Justice officials had properly policed the Paramount decree these last two years, the situation would . . . not have occurred," Rembusch charged.

The major portion of his address was devoted to hitting such trade practices as advanced admissions, unsatisfactory clearances and forcing of pictures. He told the assembled group that he would testify in Washington about an instance of picture forcing in his territory.

Rembusch attacked the "sales gimmicks" on such pictures as "Quo Vadis," "Ivanhoe," "The Greatest Show on Earth," "Salome," "Peter Pan," and "Hans Christian Andersen," among others. The Allied leader condemned as "brazen" Samuel Goldwyn's statement to the effect that "Hans Christian Andersen" will be sold only at advanced admission prices. He said the recent controversy between RKO Radio Pictures and Rube Shor's Cincinnati theatres over "Peter Pan" may become a "cause celebre," commending Shor's refusal to charge admission prices for children in his drive-in, which would have been contrary to policy. "Evidently," charged Rembusch, "Disney and RKO do not know the law as it pertains to the fixing of admission prices."

Rembusch, in conclusion, invited the KATO, which is not affiliated with a national exhibitor organization, to join Allied.

Drive-ins Industry Status

(Continued from page 1)

"our drive-in theatre admission prices have been too low."

"There is an urgent need," Ezell said, "for a better understanding between the distributor and the exhibitor in arranging fair film rentals. A solution can never be effected until both parties stop being belligerent and sit in council to perfect a fair transaction policy. I will no longer tolerate that old cliché that the distributor is the exhibitor's deadly enemy—this is deplorably shortsighted and displays lack of good business sense and analysis."

Ezell contended that unnecessary competitive bidding was a product of greed and envy which has "spelled ruin for many exhibitors." Ezell said that his circuit had never tried to invade a town without offering the leading exhibitor an interest in the prospective drive-in. He said "we have found it good business over the years to prevent bidding and in Dallas, where there are 16 drive-in theatres, we have successfully advocated cross-booking to offset bidding and playing day-and-date."

A five-year plan created by Paul Short of National Screen Service for the international organization and designed to make viewing of pictures from automobiles more convenient and comfortable has been charted, Ezell said. In order to finance the program, each drive-in operator is

being asked to contribute the gross receipts of one special midnight show on the night of July 3.

Commenting on industry law suits, Ezell said that approximately \$12,000,000 were spent last year for retainer fees to lawyers within the industry. There are now, he said, 205 law suits pending representing hundreds of millions of dollars in litigation against film companies. These great amounts of money must be assessed to someone and, he said, "you can bet your last dollar it will be the exhibitor who pays it through increased film rentals. It is high time we got out of the legal business and back into show business." Inasmuch as the drive-in is comparatively new, Ezell advised operators to profit from the experience of the conventional theatre people "and conduct our business in such a manner as to prevent entanglements that will be reflected in lower film rentals for your drive-in theatre."

Ezell condemned the practice of some drive-in exhibitors who have shown sex pictures, offered all-night shows and the "buck night" which admitted "a carload for a dollar." These practices have been curbed to a great extent, he said. All problems can be met and bad practices can be eliminated through proper organization, Ezell concluded.

Souvaine Resigns

(Continued from page 1)

pany, in general, is in excellent condition from the standpoint of product and sales development. "However," said Souvaine, "a working capital deficiency exists, which in my opinion, is due primarily to the unexplained failure, on the part of a financing company, to live up to what the managing officers of the company considered commitments for several mutually-agreed upon essential purposes."

Also, according to Souvaine, a motion he proposed, in the interest of all stockholders, during the board meeting, to institute suit for damages against the financing company, was defeated, but for reasons which Souvaine believes are against the best interests of the company.

"This, in my opinion, left me no other recourse," Souvaine stated, "than to tender my resignation. This will permit such action as I see fit, purely as a stockholder, in the interest of other stockholders and myself."

Souvaine will continue as a general partner in the Souvaine Co.

MacNealy Wins Shea Contest on 'Kettle'

Ray MacNealy, manager of the Shea Theatre in Geneva, O., was the winner of the Shea Circuit pre-release contest on "May and Pa Kettle on Vacation," it was reported here by Richard A. Harper, assistant to the president, Gerald Shea. First prize is \$100.

Dale McCoy, manager of the State Theatre in Cambridge, O., and Bob Limbough, manager of the State Theatre in Conneaut, O., won second and third prizes, respectively.

Overseas Tax Law

(Continued from page 1)

Treasury Humphrey wrote Reed that there had been "many conspicuous abuses" in the law, passed originally to encourage persons to work in the Point Four and military construction programs overseas.

Rep. King told the House that the present bill "is having a profound effect upon the motion picture industry." He said he had been advised that "there are many persons who will not accept employment for motion picture production in the United States, and this list of persons is growing every day and contains the names of some of the most important and best known personalities in the industry." "Some of these people," King said, "are using their popularity with the American public to bring pressure on American producers by refusing to appear in a picture unless arrangements can be made to film the picture outside the U. S."

King declared that this certainly does not "emphasize their patriotism to America," but admitted that on the other hand it is not a general practice of Americans to pay taxes which they are not clearly required to pay by law. "The only sensible answer to the problem is to amend the law," he stated.

Exchange Talks

(Continued from page 1)

they return, all exchange cities will have been covered for the second phase of the negotiations for new pacts with the local unions.

Local H-63 here has agreed to await the return of the teams before taking up their own situation. It is expected that the distributors' negotia-

Para. Profit

(Continued from page 1)

theatre receipts, sales of film accessories and rentals. In the preceding year income aggregated \$96,618,105, of which \$94,628,572 represented rentals, receipts and sales.

Balaban notes that dividends of \$2 per share were paid during the past fiscal year, amounting to \$4,682,713. The company acquired 2,600 shares of its common stock for retirement at a cost of \$62,796 during 1952, making a total of 3,200 shares now held for retirement. At the end of the year there were 2,339,479 shares outstanding.

Inventory was reduced during the fiscal year by \$8,174,552, while advances to outside producers increased by \$3,639,869, making a net reduction in inventory of \$4,534,683.

Balaban's report notes that to date this year theatre receipts have held up about the same as during the comparable period of last year for pictures of the same calibre. He states that costs of labor, materials and various services continue to represent a high proportion of costs of doing business and that constant effort to resolve those problems is being made.

Paramount's foreign business in 1953 continues to be good and to hold up at about the same levels as last year, he reports.

Of the new technical processes being introduced, Balaban's report says: "As I stated in my letter to the stockholders dated March 27, the intense public interest in third dimension for films should prove to be a strong and welcome stimulus to the motion picture industry. In the meantime, we have been trying to solve such problems as have arisen during this transitional period regarding the release of conventional two dimensional films. Because of the many proposals being offered and many claims being made about 3-D, there is considerable confusion as to what the immediate future holds. However, we are confident that a practical solution is possible and that it is near. We, at Paramount, are exerting every effort to hasten it for the constructive benefit of the entire industry."

Famous Players Canadian 1952 Profit Increased

TORONTO, April 14.—Famous Players Canadian Corp., operating 410 theatres in Canada, reported net profit of \$3,480,126 for 1952, which compares with a profit of \$3,032,018 for the preceding year.

Operating profit before taxes and other deductions amounted to \$7,945,659, compared with \$7,304,278 in 1951. The company reported total current assets on Jan. 3, 1953, of \$9,979,015 and total current liabilities of \$1,783,920. At the end of the preceding fiscal year, current assets amounted to \$8,561,811, and current liabilities were \$1,388,893.

President J. J. Fitzgibbons in his annual report to stockholders said that Famous Players had organized Trans-Canada Telemeter, Ltd., with a 25-year Canadian franchise for the pay-as-you-see equipment.

tors will be back in New York within two weeks. A strike of New York exchange personnel was averted last week when Richard Walsh, president of the IATSE, of which Local H-63 is an affiliate, rescinded a strike order.

May Ease Employee Stock Selling Rules

Washington, April 14.—The Security and Exchange Commission is proposing new rules to make it easier for companies to sell stock to their employees and officers.

The Commission has drawn up a simplified registration statement and prospectus for such sales. The statement would require far fewer details than would be needed in similar documents for sales to the general public.

No Rush to TV

(Continued from page 1)

P. Skouras, maintaining that standard films may become obsolete for the theatre market with the projected wide acceptance of CinemaScope and other new techniques and therefore could be made available to home TV.

Balaban stated that Paramount's effort to give the screen a "new look" does not change its position on the sale of its films to TV, a position, he pointed out, that was explained in Feb., 1952 before the Federal Communications Commission. At that time, Balaban told the FCC, in effect that it would be a waste of company assets to sell its films to TV at that time because it was economically unfeasible. Balaban, in his FCC testimony, saw the possibility of selling to TV when there are more than 1,000 TV stations operating, making such marketing a profitable operation. Currently, there are about 350 TV stations on the air.

An RKO Radio Pictures spokesman pointed to the recent statement by James R. Grainger, president, that RKO does not contemplate the sale of its films to TV. Grainger, now on the Coast, was unavailable for comment.

Huge Libraries

A Universal official noting that the 20th-Fox statement was predicated on the possibility of a widespread change-over in exhibition to new techniques, commented that it might be several years before that happened and that, if such a changeover appeared inevitable, other companies, too, undoubtedly would offer their huge sound film libraries to TV with the result that prices would be moderate for all but a few outstanding films.

Officials of other companies declined to comment, stating they feel it is too early to predict with any degree of certainty that the new production and exhibition processes are here to stay. Public acceptance may determine that within the next 6 to 10 months, some believe.

Some estimates placed the sound film libraries of all companies at 10,000 feature pictures which, they pointed out, even television would have a difficult time consuming.

20th, Bausch & Lomb Close Deal on Lenses

A previously reported pending agreement to produce CinemaScope lenses was concluded by 20th Century-Fox and Bausch and Lomb, it was announced jointly yesterday by Spyros P. Skouras, 20th-Fox president, and executives of the optical firm. The lenses will be known as CinemaScope lenses and will be produced exclusively for 20th.

Reviews

"Titanic"

(20th Century-Fox)

TWENTIETH CENTURY-FOX has woven a domestic story into the documentation of one of the great sea tragedies of all time, the sinking of the S.S. *Titanic* on her maiden voyage from England to New York on April 15, 1912. The fictional aspects of the picture have been blended expertly with the factual details and producer Charles Brackett and director Jean Negulesco have cast a contingent of capable players to tell the story.

The tale, interesting as it is, simply is a stepping stone to the climax, the collision of the world's largest ship at the time with a submerged iceberg after narrowly averting a head-on smash with a gigantic floe above water. The scene showing the floating palace slipping gruesomely, slowly at first and then plunging below the surface is a credit to the studio's technical staff. Exhibitors have plenty to sell in their promotion: a good story, plus thrills, and an additional plus of strong marquee names.

All of the action takes place on board the ill-fated ship. Barbara Stanwyck and her children, 18-year-old Audrey Dalton and 13-year-old Harper Carter, are returning to America after many years in Europe. Miss Stanwyck seeks to escape from her wealthy and social-conscious husband, Clifton Webb, who manages to book passage at the last minute. There is friction between husband and wife over the future of the children and it is quite obvious that divorce is planned on their arrival here. The romantic angle is supplied by Miss Dalton and Robert Wagner, the latter a Purdue University student returning from tennis matches at Oxford. When the ship crashes the iceberg and starts to sink, Miss Stanwyck and her daughter and son are placed in lifeboats, but the boy gives up his seat so that a woman can be saved, electing to stay with his father who has learned that the boy is really not his own.

There are other fictional characters who add to the flavor of the story: Thelma Ritter as an eccentric wealthy woman who stays at a card game until ordered to the life boats; Richard Basehart as an unfrocked priest and Allyn Joslyn, a coward who finds a place in the life boat garbed as a woman. Brian Aherne does a capable job as the ship's captain.

On the debit side, despite careful research, the absence of panic, or at least the calmness with which some of the characters accept the impending tragedy challenges credulity.

Brackett, Walter Reisch and Richard Breen wrote the screenplay. Others in the cast are James Todd, Frances Bergen, William Johnston.

Running time, 98 minutes. General audience classification. For May release. AL STEEN

"Jalopy"

(Allied Artists)

PRODUCED by Ben Schwab and directed by William Beaudine, this new Bowery Boys vehicle combines the usual elements of slapstick comedy, a frenzied action and a far-fetched plot, this time revolving around a race track for "jalopies."

The story opens with Leo Gorcey and his sidekicks talking Bernard Gorcey into putting up the fee to enter their old car in a \$1,500 jalopy race. In the preliminary race they are badly outdistanced by all contestants, to the particular relief of Bob Lowry, owner of a "souped-up" sure-winner. Huntz Hall comes to the rescue with a magic fuel he concocts with the aid of Professor Leon Belasco. This, however, is lost, and the big race starts with no chance to win for driver Leo and the jalopy. But Huntz mixes up a new batch of the magic solution which he feeds into the tank on the race track. The car zooms off to win the race—backwards.

Others in the cast are Richard Benedict, Jane Easton, Murray Alper, David Condon, Bennie Bartlett, Tob Hanlon and Mona Knox.

Running time, 62 minutes. General audience classification.

Schimel Chairman

(Continued from page 1)

board chairman and chairman of the UJA amusement division last year, introduced Schimel at yesterday's luncheon. Spyros P. Skouras, president of 20th Century-Fox, and Sam Rosen, vice-president of Stanley Warner Theatres and Fabian Enterprises, addressed the meeting on plans for the 1953 campaign.

With 'U' 28 Years

Schimel has been associated with Universal for 28 years, having joined the company's legal department in 1925. He has been secretary of the company since 1945, and vice-president and general counsel since 1950.

Yesterday's meeting agreed on setting a goal for the amusement industry of \$750,000 this year, a 50 per cent increase over 1952. Balaban, who has been serving as chairman pro tem, now will serve on a steering committee for this year's campaign with Schimel, Benjamin Skouras, Rosen and Si Fabian, president of Stanley Warner.

CinemaScope

(Continued from page 1)

jection systems," and "also adaptable for theatres of every size and shape, and is in no way limited to any particular type of theatre," according to a 20th Century-Fox statement.

20th-Fox Reduces Board to Nine

WASHINGTON, April 14.—The composition of 20th Century-Fox's board of directors has been changed to nine persons from 10, according to an amendment to the company's by-laws, the Securities and Exchange Commission has been informed.

The amendment came following the death of Seton Porter, a director.

Lippert Has 3-D Film

HOLLYWOOD, April 14.—A three-dimensional featurette, "College Capers," has been completed for Lippert Pictures release, and will be ready for distribution May 1.

National Pre-Selling

THE lead story in *Life* this week is on movies—3-D movies. Warner's "House of Wax," Paramount's "Sangaree," and Columbia's "Fort Ti" are reviewed in the "Speaking of Pictures" department. This department has been placed ahead of the table of contents page. Four photographs taken on production sets are used to illustrate the reviews.

A full page ad on Warner's "By the Light of the Silvery Moon" will appear in the May issue of *Seventeen*.

Louella Parsons reports in the April 12th issue of *Pictorial Review* that Kathryn Grayson has just completed the life story of Grace Moore, entitled "So This Is Love," produced by Jack Warner. She has started working on "Kiss Me Kate."

At least 18 3-D and wide-screen processes have been announced, reports Leonard Spinard in the *New York Times* of April 12. Spinard wrote a concise description of every one of these new processes, telling how they operated in the studios and the means used when exhibiting pictures in theatres.

Some of the processes described were: Natural Vision, CinemaScope, the Paramount System, Universal System, Columbia 4-Way Camera, Todd-AO Process, the Norling Camera Process, Metrovision, Cinerama, and others.

In the magazine section of *The Times* of the same date, cartoonist Reamer Keller gives his conception of audience reaction when someone in a 3-D movie called "Timber-r-r!" and a log appears to come off the screen into the laps of the audience or a mouse off the screen and starts up the theatre aisle.

Pier Angeli, co-star of M-G-M's "The Story of Three Loves," received top billing in a full color ad placed in the April issue of *Good Housekeeping* by Lustre Creme Shampoo.

Also in this issue is a table of contents ad on "Sombbrero."

"Shane," "By the Light of the Silvery Moon," "Small Town Girl" and "Off Limits" are reviewed in the current issue of *Time Magazine*.

This publication says, "The best moneymakers during March were 'Peter Pan,' 'Hans Christian Andersen,' 'Moulin Rouge' and 'I Confess.'"

"Mermaid on Skis" is the title of the Esther Williams story in the current issue of *Look*. It is based on the finale of her latest picture, "Easy to Love." Four pages of pictures made on location in Florida are used to illustrate the story. Two of the pages are in color.

A full page ad publicizing "Girls of Pleasure Island" in connection with a "Be A Star" contest has been placed in the May issue of *Modern Screen* by the Admiralty Hosiery Company.

Also in this issue is an announcement of a unique poll. The publishers ask readers to give their candid opinions of all stories appearing in the issue.

WALTER HAAS



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NEW YORK, U. S. A., THURSDAY, APRIL 16, 1953

TEN CENTS

SMPTE Clears Way for 3-D Conversion

18-Page Report Covers Wide Range of Problems

A big step in clearing the way for large-scale conversion of the nation's theatres for three-dimensional film projection was taken here yesterday by the Society of Motion Picture and Television Engineers.

The SMPTE, in cooperation with the Motion Picture Research Council, issued an 18-page report to guide exhibitors and studio personnel looking toward the smooth adoption of stereo films. The report covers such problems as magazines, reels, spindles, filters, viewers, screens, lenses for projection, projector alignment, arc lamps, synchronization and film identification.

Regarding the size of magazines, called the "initial standardization question for theatre owners," the SMPTE

(Continued on page 3)

SMPTE Sets Pay TV Talk

Subscription television will be offered to both the motion picture and television industries as a solution to their difficulties, during the convention of the Society of Motion Picture and Television Engineers, it was disclosed here yesterday. The spring convention will be held in Los Angeles at the Statler Hotel, April 27-May 1.

Speaking on the second day of the engineers' convention, L. N. Ridenour

(Continued on page 5)

Mayer Cites COMPO For Its Tax Drive

LOUISVILLE, April 15.—The Council of Motion Picture Organizations' campaign to have motion picture theatre tickets exempted from the admission tax is an excellent example of what can be accomplished by industry cooperation, Arthur L. Mayer, former executive vice-president of COMPO, told the Kentucky Theatre Owners Association tonight at its

(Continued on page 4)

Charles Chaplin Surrenders His Permit to Re-enter This Country

Washington, April 15.—Charles Chaplin has surrendered his U. S. re-entry permit, indicating he does not plan to return to this country any time soon, the Justice Department disclosed today.

It said Chaplin, a British subject, had surrendered the permit last Friday in Geneva, Switzerland.

A re-entry permit is designed to facilitate the re-entry into the U. S. of an alien who has been living here but goes abroad. When Chaplin left the country last summer, Attorney General McGranery had ruled that the actor would, on his return, have to submit to a fresh examination on his political activities in order to determine his admissibility. Justice said Chaplin made no comment on surrendering his permit, which was good until mid-July.

If Chaplin should now decide to attempt to return to the U. S., he would have to apply on the same basis as any other alien for a residence visa.

O'Donnell Says Drive-ins Are A Community Asset

DALLAS, April 15.—The failure of the drive-in theatre could very well mean disaster to the industry, Robert J. O'Donnell, vice-president and general manager of the Interstate circuit, said here today at a luncheon given in his honor by the Texas Drive-in Theatre Owners Association



R. J. O'Donnell

which is in convention at the Adolphus Hotel. O'Donnell said that the "drive-in theatre has achieved the goal that has long been sorely needed in this industry," adding that "it has actually created and developed a new audience and nothing must be allowed to impede this progress."

O'Donnell prefaced his remarks by stating that "the drive-in theatre is a menace to the motion picture industry," and when the audience amaze-

(Continued on page 4)

Gen. Van Fleet Is Technicolor Offers Named to Fox Board Stock-Split Plan

Gen. James A. Van Fleet has agreed to stand for election to the board of directors of 20th Century-Fox immediately, at the request of president Spyros P. Skouras, the company reported here yesterday.

Gen. Van Fleet issued the following statement in explanation of his decision:

"Since I have retired from the army and am free to choose my associations, I would be happy to join the board of

(Continued on page 4)

Files 'Less Than Treble Damages' Bill in Congress

WASHINGTON, April 15.—House Judiciary Committee Chairman Reed (R., Ill.) today introduced legislation to give Federal district courts authority to award less than treble damages in private anti-trust suits.

At present, once a person is found injured, the award of treble damages is mandatory. Under Reed's bill, which has been advocated by film industry spokesmen, the courts would have to award only single damages and would have discretion to award

(Continued on page 4)

Gen. Van Fleet Is Technicolor Offers Named to Fox Board Stock-Split Plan

The board of directors of Technicolor, Inc., at a meeting here yesterday voted to split the corporation's stock at the rate of two shares for one. Stockholders will be asked to approve this action at the annual meeting scheduled for May 15. Other proposals to be submitted to stockholders at that meeting will involve changing the shares from no par value to a par value of \$1, eliminating preemptive rights and reducing the capital

(Continued on page 4)

Myers Asks US To Help Get 3-D Standards

Calls for D. of J. Action On Trade Complaints, Too

WASHINGTON, April 15.—Abram F. Myers, Allied States general counsel, today asked a Senate Small Business subcommittee to recom-



Abram Myers

mend to producers and distributors that they agree on a standard 3-D process as soon as possible and make 3-D equipment available to "the largest possible number of theatres in the shortest possible period of time."

Myers also asked for a recommendation that the Attorney General personally review

(Continued on page 3)

Seek Local Tax Levies

WASHINGTON, April 15.—The American Municipal Association will testify before the House Ways and Means Committee Monday in support of Rep. Mason's bill to free motion picture theatres from the 20 per cent Federal admission tax, but will tell the committee it wants the tax lifted so that cities can levy their own admission tax.

The AMA position is that actually the admission tax should be repealed—that is, lifted from sports and other

(Continued on page 4)

SIMPP to Expand Foreign Activities

HOLLYWOOD, April 15.—The Society of Independent Motion Picture Producers will expand its activity in the foreign field, possibly adding personnel for that purpose. This was decided here yesterday by the Society's executive committee at a meeting presided over by president Ellis Arnall. The extent to which the SIMPP will go

(Continued on page 4)

Personal Mention

JAMES R. MULVEY, president of Samuel Goldwyn Productions, has returned to New York from the Coast.

DR. EMMETTE F. IZARD, research associate of the DuPont's film department research laboratory in Buffalo, has received the 23rd annual award of the Jacob F. Schoellkopf medal of the Western New York section of the American Chemical Society.

H. L. RIPPS, assistant to M-G-M Eastern division manager **JOHN P. BYRNE**, will leave here today for Gloversville and Albany and will return on Monday.

JOHN W. ADAMS, JR., vice president of Albert Frank-Gunther Law, and **MRS. ADAMS** announce the birth of a girl, named **JILL MARIE**, yesterday, at Harkness Pavilion.

GEORGE JESSEL, producer-director, will be guest of honor at a dinner in Toronto Sunday which will open the United Jewish Appeal drive there.

RUSS BOVIM, manager of Loew's State, St. Louis, has been elected to the executive board of the Metropolitan Church Federation there.

CARL FISHMAN, publicist for Loew's State here and Loew's neighborhood houses, has returned from a Florida vacation.

LILLIAN ANN PAULUS of the M-G-M staff in Albany was married to **JOHN BUTLER MEANY** in Nassau, N. Y. They are honeymooning here.

JAMES BROOKS, 20th Century-Fox office manager in Seattle, is celebrating his 30th anniversary with the company.

DICK COE, motion picture editor of the *Washington Post*, is recuperating from a fractured ankle.

BEN THAU, M-G-M executive, will arrive here from Hollywood tomorrow and will remain about two weeks.

RICHARD BROOKS, M-G-M director, arrived here yesterday from the Coast and will leave for London tomorrow.

Two Meetings Set For Mo. Exhibitors

KANSAS CITY, April 15.—The annual convention of the Kansas-Missouri Theatre Association has been scheduled for Oct. 6 and 7 at the Hotel President here.

An "All-Missouri" exhibitors' meeting will be held at the Lake of the Ozarks, May 5 and 6, sponsored by Kansas City and St. Louis exchange area associations. Speakers on 3-D and new die screen processes will be heard and **Herman Levy**, Theatre Owners of America general counsel, will report on the Senate Small Business committee hearings and the admission tax exemption situation.

Industry Unscathed In 19 Legislatures

Washington, April 15.—Nineteen state legislatures have adjourned so far this year, with no action taken adverse to the industry, according to **Jack Bryson**, legislative representative of the Motion Picture Association of America. The major recent state legislative development, **Bryson** said, was Tennessee's repeal of a two per cent sales tax on film rentals.

Taylor in Temporary Charge of Souvaine

Pending the election of a successor to **Henry Souvaine** as president of Souvaine Selective Pictures **Howard Taylor**, executive vice-president, will head the company. **Souvaine** announced his resignation here on Tuesday, explaining that "a working capital deficiency exists" due to the "unexplained failure on the part of a financing company to live up to what the managing officers of the company considered commitments for several mutually-agreed upon essential purposes."

An announcement as to the future plans of the company may be made today. The status of **Harry Thomas**, sales manager, had not been resolved as of yesterday but his position may be clarified with the disclosure of the company's plans.

Companies Promise 16mm. Filing July 15

HOLLYWOOD, April 15.—Defendants in the government's 16mm. anti-trust suit today waived objections to interrogatories and signed a stipulation they will file answers to the government's charges July 15. If no unforeseen delay develops by that date, the court can proceed with setting the date for the trial.

'Camillo's' Strong Start

SAN FRANCISCO, April 15.—"The Little World of Don Camillo" grossed \$4,200 in its first week at the Larkin Theatre here, said to be a record for the house. The film, distributed by I.F.E. Releasing, also grossed \$3,600 in its first week at the Vagabond, Los Angeles. Both are Roesner theatres.

Introduce Bias Law in Pa.

HARRISBURG, Pa., April 15.—State or local licenses issued to public or private places which discriminate in clientele because of race, creed, color or national origin would be revoked under the provisions of House Bill No. 993 which was introduced in the Legislature here this week.

Columbia Dividend

Columbia Pictures board of directors, at a meeting held here yesterday, declared a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock, payable on May 15 to stockholders of record on May 1.

Opposition to O. Censor Bill

COLUMBUS, O., April 15.—Proponents of Senator **Charles A. Mosher's** bill to repeal Ohio's film censorship law will meet last-ditch opposition from the school lobby, it was indicated here near the eve of public hearings on the bill, which will be held by the Senate's Education and Health Committee next Monday and Tuesday.

Dr. Clyde Miller, head of the audio-visual exchange which gets half of the censor fees after expenses of the censorship division are deducted, says he is going to try to get the legislature to give all of the censor money to education. Half of it now goes into the state's general revenue fund. The education department gets about \$125,000 per year now.

A bill has been introduced in the Ohio House of Representatives which would give the audio-visual exchange all the money left after the censorship division expenses are paid. The state film exchange is said to be the largest educational exchange in the world. It sends out about 800 films per day to schools throughout the state. Its catalogue has about 3,500 titles.

Sen. Mosher has the support of the film industry, much of the state's press and a newly-organized Citizens' Committee.

Omaha Theatre Files \$600,000 Trust Suit

OMAHA, April 15.—Four distributing companies were named in a suit for triple damages, totaling \$600,000, charging violation of the Sherman Anti-Trust Act, which was filed in Federal District Court by the Admiral Theatre Corp. here.

Paul Good, ATC attorney, charged in the complaint that the same pictures were sold to competitive theatres of the Admiral for the same dates at lower prices. It is alleged that the companies—Paramount, Loew's, Warner Brothers and 20th Century-Fox—refused to give the Admiral second-run pictures with clearance over the Military, Avenue and Dundee theatres.

'Met' Playhouse Reelects Board

All directors of Metropolitan Playhouses, which operates 128 theatres in the New York City area, were re-elected here yesterday at the annual meeting of stockholders. The board will meet later this month to elect officers.

The reelected board consists of **Morton G. Bogue**, **A. H. Frisch**, **Hans Heinemann**, **James M. Landis**, **Samuel Rinzler**, **George P. Skouras**, **Spyros S. Skouras**, **Milton Weisman**, **Ray V. Wemple** and **Milton Weiss**. **Weisman** was elected to fill the vacancy caused by the resignation of **Charlton Hibbard**.

MPAA Annual Meet Slated for May 1

The annual meeting of the Motion Picture Association of America has been set tentatively for May 1 in New York. The session had been scheduled originally for March 30 but was deferred because of the overseas trip of president **Eric Johnston**. The MPAA president is due back from Europe next week.

Industry Meeting Today on JDA Plans

Key figures in the industry will meet here today to plan industry-wide support of the 1953 Joint Defense Appeal campaign, it was announced by **William German**, president of W. J. German, Inc., and chairman of the amusement division of the JDA drive. The luncheon-meeting will be held at the Hotel Astor.

The industry will help JDA raise New York's share of the \$5,000,000 necessary to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

A feature of the meeting will be an address by **Edwin L. Weisl**, an associate chairman of the JDA campaign, and a former chief assistant U. S. attorney in Illinois.

Equipment Exports Of U.K. Increased

LONDON, April 15.—British motion picture equipment exports in 1952 reached a record figure of £2,008,000 (\$5,622,400), the Association of Kinematograph Manufacturers reported. That represents an increase of 21 per cent over 1951 exports valued at £1,666,000.

Exports to the United States and Canada during 1952 declined sharply from 1951. However, sharp increases were registered in sales to Holland, Brazil, Malaya, the Middle East and Latin America.

'Shane' Set for the 'Hall' on April 23

Paramount's "Shane," produced and directed by **George Stevens**, will have its world premiere April 23 at Radio City Music Hall.

A 1,500 square-foot panoramic screen measuring 50 feet wide and 30 feet high has been installed at the Hall for the showing.

New West Indies Firm

Robert Henry, managing director of Montego Cinemas, Ltd., Jamaica, West Indies, a new firm, is in New York to arrange for equipment for a new theatre in Jamaica to be built in honor of Britain's Queen Elizabeth. Montego Cinemas is a new concern composed of several theatre and hotel owners on the island.

Henry came here to confer with **Walter La Chicotte**, equipment exporter.

SMPTE Clears Asks US Aid on 3-D Standards

(Continued from page 1)

recommended 25-inch magazines, containing 24-inch reels with five-inch hubs. This was termed a long-run solution which would permit maximum running time between breaks for rethreading. However, other recommendations were not ruled out in the report.

Two solutions by re-designing reels, the report stated have been proposed: Free-wheeling flanges so that only the hub would turn during the first few revolutions; Increasing the hub diameter of conventional types of reels from the present five inches to six or seven inches so the first wrap would use up to 18 to 22 inches.

As to filters, the report stated that a safe rule to follow is not to improvise but to use only filters made specifically for 3-D projection. "If cooling has been inadequate or filters have reached the end of their useful life, they will fail to polarize the projection light," the report warned. It gave this "easy" check. "From down in the house merely look at the booth through one half of a viewer, rotating the viewer for maximum light cut-off. If the projection filter is in good condition the light coming from the booth should go to a uniform dark blue. If, however, the light is blotchy, then the projector filter is no longer polarizing and should be replaced."

One of the most needed developments, the report stated, is a polarizing projection filter mounted in B-glass and supplied with a permanent holding fixture so that the filter can be easily slipped out or swung away when not needed and so that it can be readily cleaned.

On screens, the report noted in part, there are all-purpose screens for both conventional and for 3-D, but whether they will work as well with wide pictures will depend not only on the directional characteristics of the surface but equally upon wide-screen curvature, if any. This question can be answered only after detailed requirements for the wide picture systems are clearly specified, it was added.

On projector alignment, the report advised that MPRC has developed a 35mm. test film for aligning projectors to show all 3-D pictures now available or about to go into release. Prints of this test film, it was pointed out, are now available from either the SMPTE or from the MPRC in Hollywood.

A good rule to follow regarding projection light requirements for 3-D, the report advised, is that the light output from each projection machine be doubled for satisfactory results.

Balaban's Daughter Weds

Miss Judith Rose Balaban, daughter of Mr. and Mrs. Barney Balaban, was married yesterday to Jay Ira Kanter, son of Mr. and Mrs. Sidney Genser of Beverly Hills, and the late Harry H. Kanter, in the Plaza Hotel here. The ceremony was performed by the Reverend Dr. Norman Gerstenfeld of the Washington Hebrew Congregation, Washington. Following the ceremony there was a reception in the foyer of the grand ballroom. Later, there was a dinner in the ballroom of the Plaza. After a three weeks' trip to Mexico City, Acapulco and Beverly Hills, the couple will reside in New York.

or "cause an able, open-minded assistant to review" exhibitor complaints on pre-release practices by distributors.

Although there are "other onerous and oppressive practices foisted upon the exhibitors by the film companies," Myers told the sub-committee this morning, "unless prompt action is taken to prevent the freeze-out of the independent by means of the pre-releasing of pictures," he said, "and the production of depth pictures by multiple processes and the withholding of apparatus from independents, these other practices will become academic."

Myers Only Witness

Myers was the only witness to testify as the subcommittee opened its hearing here on problems of independent exhibitors.

When Myers, in a prepared statement, began to develop the independent exhibitors' complaints on pre-release practices, Senator Gillette (D., Iowa) asked what the Allied general counsel thought of "the producers' control of distributors." Myers answered that he had never advocated that distribution be set up independently from production but that in "view of the developments of the past six months" it might be a good idea.

Gillette declared that from testimony given at the sub-committee's recent Los Angeles hearings "it seemed clear that a continued monopoly control was developing which was forcing the independent exhibitor out of business." Repeated examples had come up in the Los Angeles testimony, he went on, which showed that after a local agent of a distributor had made a contract with a local exhibitor the contract had to be cleared by the distributors' New York office. Gillette characterized this as "the control of the distributors by the producers, using the central method of control to discriminate" against certain exhibitors, "if they wish to."

Myers told the committee that there is a plan "in the process of formation" to exclude the independent exhibitors from "licensing and exhibiting pictures involving the third dimension." The film companies are making pictures by different 3-D processes "involving the installation and use by the theatres of different kinds of equipment," he continued. "Only the great chains can afford to equip their theatres with all the apparatus and accessories necessary" for the exhibition of 3-D films, Myers said.

Myers explained that the Allied board had formally asked the film companies to cooperate in the development of 3-D standards that the greatest number of theatres could install in the shortest possible time. The only acknowledgment received to date, he said, is from 20th Century-Fox, disclaiming "knowledge as to what the others are doing," and asserting that "competition among the producers is so strong that there can be no co-operation at this time in agreeing upon a standard process."

"It is odd," Myers declared, "that the film companies which have so often combined and conspired together to restrain trade and monopolize the business now deal with each other at arm's length when a small measure of cooperation would serve to promote

trade rather than restrict it."

It isn't a question of the independent exhibitors being "threatened with extinction merely by technological advances with which they could not keep pace," Myers said. "It is more like premeditated murder."

In support of his charges on inequitable pre-release practices Myers gave the committee an Allied survey of price increases and price uniformity in connection with the pre-release of "Salome," "Hans Christian Andersen" and "Peter Pan." Myers said the survey was based on a compilation of theatre advertisements from newspapers all over the country, quoting admission prices for the three pictures.

"The licensing of top pictures on the condition or understanding that the theatre's admission prices shall be increased to certain designated amounts," Myers said, "not only is in flagrant violation of the decree in the Paramount case but has the effect of lessening the competition that would normally exist, precluding any price competition among exhibitors."

As another hardship for independent exhibitors under the current pre-release situation, Myers pointed to the practice of making pre-release pictures available at first only to a limited number of first-run theatres in towns of 75,000 or over. This was part of a "deliberate purpose on the part of the film companies," Myers charged, to exclude most, if not all, of the independent motion picture theatres from the business."

He left with the committee copies of correspondence with the Department of Justice over the past two years, in which Allied formally complained to the Department about pre-release practices. In a letter written to the Department this past January Myers declared that more pictures had been marketed in this "illegal" manner during the previous 18 months than during the past 10 years. Asked by Senator Smathers (D., Fla.) whom Myers had dealt with at Justice, Myers answered that it had been principally former Assistant Attorney General H. Graham Morison. Morison's answers to Allied's complaints had been strictly "pro forma," Myers said, and "not very loquacious."

May Run Longer

Although there are six more days of hearings now scheduled, chances are that they will run longer. A Senate ruling demands unanimous consent from all senators in order to permit a committee hearing to go on while the Senate is in session. Senator Morse (Ind., Ore.) has been blocking committees wishing to continue their hearings during a session. Consequently, this morning the sub-committee was forced to recess at 11, when the Senate went into session. Of the five witnesses scheduled for this morning only Myers got on the stand, and he was unable to complete his testimony. He is slated to return tomorrow morning.

Observers at today's hearing included Herman Levy, Theatre Owners of America general counsel; Adolph Schimel, counsel for Universal; Benjamin Melnick, Loew's counsel; and Kenneth Clark and Ed Cooper of the Motion Picture Association of America.



Movie Stocks... Should I Buy — or Sell?

Judging by our mail, that's one problem a good many investors would like to solve.

Can Cinerama, 3 D's, and foreign markets keep movies alive—

Or is Television bound to take over—chase Tarzan back to the trees?

Actually, of course, there is no absolute answer to the question—the movies have always been a more or less speculative industry.

But there are a number of facts that should be considered before reaching any conclusion—facts that can help you come up with the right answer for you.

And you can find those facts in our brand new booklet "*The Motion Picture Industry*."

In just 32 pages, it sets forth the most important pros and cons that should influence the moving-picture industry in general . . . gives you a detailed analysis of 18 leading companies presently involved in making movies—or showing them.

If you'd like a copy of "*The Motion Picture Industry*," just ask.

There's no charge, of course, simply address—

Department MP-26

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Pa. Theatres May Get Tax Relief

Harrisburg, Pa., April 15.—Motion picture theatres in Pennsylvania would be removed as a subject of taxation under the Local Tax Law by provisions of House Bill No. 1097 which has been introduced by State Representatives Wilmer W. Waterhouse, R., Erie, and Hiram G. Andrews, D., Cambria.

Under the Local Tax Law, communities in Pennsylvania are permitted to place a tax on anything not taxed by the state.

Mayer Cites COMPO

(Continued from page 1)

annual banquet in Brown's Hotel here.

Declaring he believed more fully than ever in the principles for which COMPO was established, Mayer said:

"The splendidly conducted current campaign to eliminate the iniquitous admission tax has an excellent chance of proving successful but win or lose it is graphic evidence of the possibilities inherent in united action. The fact that we do not see eye to eye but rather fist to fist on arbitration or film rentals or availability dates should not stand in the way of co-operation, where only by cooperation can our mutual interests be properly protected.

Neglect Public Relations

"Our neglect of public relations, of research and the standardization of new processes is scandalous compared to any other big American business. It can only be cured if the overwhelming majority of producers, distributors and exhibitors are willing to occasionally sacrifice a fast buck and personal prestige to the long hard pull and the industry's permanent well being."

Local Tax Levies

(Continued from page 1)

events as well as from motion picture theatres—on the ground that the ticket levy is a tax "peculiarly suited" to local use.

Ways and Means Committee officials said that in addition to spokesmen for the Council of Motion Picture Organizations and the AMA, witnesses already listed include Abe Berenson, president of Allied Gulf States; James F. Reilly, representing the League of New York (legitimate) Theatres, and members of Congress. COMPO will be represented by Pat McGee and Col. H. A. Cole, chairmen of the tax committee; counsel Robert W. Coyne, and Albert E. Sindlinger, who conducted research for COMPO on theatre closings.

SIMPP to Expand

(Continued from page 1)

in its expansion move was not finalized and no specific individuals were named for consideration.

Arnall flew back to his Atlanta home last night, having come West to check on the Hollywood attitude toward the foreign expansion proposals.

Review

"Murder Will Out"

(Eros Films—Kramer-Hyams)

A N uneven British importation dealing with crime and murder as it might occur among the intelligent and wealthy is offered in this Eros Films presentation.

"Murder Will Out" tells the deliberate and involved story of four people directly and indirectly concerned with the murder of a female blackmailer. The three male suspects are her employer, a publisher; an up-and-coming writer, and a brilliant, established author. The latter's wife is the fourth main character. By chance, she meets the struggling writer and, helped by a loveless marriage, she falls in love with him. She then proceeds to help him skyrocket his career with the unwitting aid of her ailing husband. Meanwhile, the police are investigating the aforementioned murder which, by the time the picture nears its completion, everyone including the audience seems to have forgotten.

John Gilling, who wrote the screenplay, seemed to be so intent on having the dialogue witty and sparkling (which, in general, it is), that he permitted the plot to get over-complicated. The two themes, those of the murder and the wife's machinations, become so divorced that he has all he can do to bring them together at the end. The picture's finale does clear everything up tidily, but none of the characters is a particularly happy soul at the denouement.

This presentation is a good mystery with too much plot that should nevertheless please many of its customers over here. Despite its average running time, it seems somewhat lengthy. It was produced by Robert S. Baker and Monty Berman and directed by Gilling.

The cast includes Valerie Hobson, Edward Underdown, James Robertson Justice, Henry Kendall, Garry Marsh and Daniel Wherry.

Running time, 83 minutes. General audience classification. April release.

Technicolor Plan

(Continued from page 1)

of the corporation to the par value of the new shares.

In the opinion of the board, the reclassification of the shares from no par value to \$1 par value will result in the payment of lower transfer taxes by stockholders on the transfer of their shares, and the increase in the number of shares outstanding should broaden the market for the stock. Technicolor's counsel believes the proposed split would constitute a tax-free exchange under the provisions of the Internal Revenue Code.

The board yesterday declared a dividend of 50 cents per share payable May 12 to stockholders of record on April 27.

Dr. Herbert T. Kalmus, Technicolor president, told the board that with present company facilities all of the new methods of photography can be used to deliver release prints made by the usual Technicolor dye transfer method.

Gen. Van Fleet

(Continued from page 1)

20th Century-Fox for a number of reasons.

"First, having witnessed the impact of American motion pictures throughout the world, I feel that the motion picture industry is a great instrument for portraying the goodness and decency of America to an ever-growing audience of people who are yearning to know more about freedom and to serve freedom and maintain it everywhere.

Opportunity for Service

"For me, the opportunity to join a highly respected corporation like 20th Century-Fox is an opportunity to continue to render public service in a dignified way because of the tremendous influence it can wield.

"Moreover, I have admired Spyros Skouras over a period of many years as a great American with an innate sense of helpfulness and fairness towards his fellow-man and a desire to serve them.

"When, sometime ago, Mr. Skouras

Files House Bill

(Continued from page 1)

or not award any additional damages up to a total of three times the injury.

Reed introduced his bill as his committee prepared to meet tomorrow to vote on a bill to set up a uniform Federal statute of limitations on private anti-trust suits, with a strong drive in the committee to cut the five-year time limit approved by a sub-committee.

Strong Support

Members said there was very strong support in the sub-committee for a four-year time limit, and even considerable support for a three-year statute. They expressed fears that the provision might become so controversial as to endanger the bill's chances of passage.

There were also reports that some members might try to delay action on the statute of limitations bill until a sub-committee has a chance to hold hearings and report on the proposal by Reed. Some members are arguing, it was learned, that both changes should be made in one bill.

suggested me as a director, I naturally was impressed and after acquainting myself with the company's aspirations, opportunities and problems, including a proxy contest threatened by certain stockholders, I told Mr. Skouras that I would be available.

"When he suggested that my election be proposed after the annual meeting when the proxy fight was out of the way, I informed him that I had given the whole matter much thought and that I had decided that if there was a fight going on, I would not avoid it and would be available for the board immediately so that I could make whatever contribution I could at once to the management under his direction.

"Since I would associate myself with no undertaking, at any price, that did not meet my standards of dignity and service, my decision therefore is based upon my full confidence in 20th Century-Fox and in its president, Mr. Skouras."

O'Donnell

(Continued from page 1)

ment subsided, he added "if it is not properly guided during this present crisis and allowed to expand." He stated that the outdoor theatre "has taken its rightful place in our industry and is here to stay."

At the regular convention session, Preston Smith, independent drive-in operator of Lubbock, was elected president of the drive-in association. The board of directors unanimously voted to become the first unit in the International Drive-in Theatre Owners Association.

The board also voted to appoint a co-ordinator in key cities to meet once a week with all drive-ins to make a complete report for the new president. The unit is now considering its own arbitration board.

Highlights of O'Donnell's address follow:

"Admittedly, my opinion of the first drive-in theatre was one of indifference, naturally because my thoughts had always been centered around the conventional type theatre—the lights, the excitement, the glamour. However, during the intervening years I have watched what some people first called a 'fad' become an indispensable part of a great industry, and my former attitude has changed to one of admiration and respect.

"The approximately 4,000 drive-in theatres now contribute 22 per cent or more than \$234,000,000 annually of the entire gross of exhibition, and it is obvious that the industry would collapse without this support. It required a great amount of courage and good business sense for you to achieve this high pinnacle of success in such a short span of years.

"You have been fortunate to have the ingenuity of Claude Ezell who has eliminated the necessity for trial and error methods.

"The drive-in theatre is rapidly becoming a community asset. You must vigorously protect the high standards you have set for your drive-in theatre—you must keep a constant vigilance to see that the new people who come into our industry are properly indoctrinated and do nothing to damage the reputation you have worked so hard to maintain.

"The function of the drive-in theatre is a powerful instrument to our government, our people and our industry. Power—don't abuse it. No one respects power more than I do—it can do evil—it can be destructive. Likewise, power can accomplish and be constructive. It all depends on how it is used and who uses it.

"Harnessing this power under the astute leadership of Claude Ezell with his newly organized International Drive-in Theatre Owners Association is a definite milestone of progression and it will serve to expand the tangible assets of the drive-in operation and conversely restrain expensive liabilities.

"In less than a year your Texas association has responded successfully to many problems confronting the drive-in theatre, especially in key cities. Being familiar with your present program I am confident that your concentration will result in benefits for the intermediate and smaller situations."

Rank Sets No Films In 3-D, Says Balcon

HOLLYWOOD, April 15. — Although the British press has been rife with news about 3-D progress in America, J. Arthur Rank companies have scheduled no 3-D pictures for the remainder of 1953, Sir Michael Balcon told the press at a luncheon tendered him here today by Universal at Beverly Hills Hotel.

Television has begun to cut into attendance at theatres in TV areas much as it did here in beginning, he said, but "we are not alarmed." Rank companies are adamant against selling old pictures to TV, he added, either in England or America. The practice already has gone much too far here, he said.

Balcon said England's foreign revenues are growing steadily, and domestic grosses have held up firmly for the past three or four years. No salary cuts have been effected, he said in answer to questions, and there is no intention of shutting down production to await the outcome of technological readjustment. He will inspect all 3-D and wide-screen systems while here, he said, and "when I get home I'll sort myself out and see what I think about them. I do hope for early standardization." Earlier he had said "regardless of the picture's size or shape, I like to think its content is the most important thing."

Cinerama, which he saw in New York on his way here, is a great spectacle but "something separate from the film industry," Balcon said.

Begin 24-Hour 'Wax' Premiere in L.A.

HOLLYWOOD, April 15. — With the Los Angeles City Council officially designating Friday as "3-D Day," Warner Brothers' 3-D "House of Wax" will be officially launched here at midnight tomorrow in what is said to be the first around-the-clock premiere in film history.

Stars, diplomats, civic officials and business and social leaders will participate in the celebration, which will continue for a full 24 hours, with premiere ceremonies centering at the Paramount Downtown Theatre; the picture will be playing simultaneously at the Paramount Hollywood Theatre.

There will be, in effect, 11 different premieres, with a different group of people highlighting each. The one at midnight will be a "spook premiere," when a group of horror stars headed by Bela Lugosi will be on hand. The premiere for international and civic dignitaries will take place at 2:00 P.M. and the one for the stars will be held at 8:00 P.M.

\$4,315 for Opening of 'Wax' in Ft. Worth

FT. WORTH, April 15. — Warner Brothers' 3-D "House of Wax," in WarnerColor and with WarnerPhonic sound, teed off its Southwest engagements over the Interstate Circuit and is said to have broken every opening day house record in the history of the Worth Theatre here yesterday, grossing \$4,315.

The picture opened at the Majestic Theatre, San Antonio, today, and will open at the Majestic, Houston, tomorrow and the Majestic, Dallas, on Friday.

Television - - Radio

with Pinky Herman

TED COTT, who has been general manager of WNBC-WNBT since April, 1950, and a veepee since last March, has been upped and will add to his current duties, assistant to Charles R. Denny in the overall division management of the net's owned and operated stations as regards merchandising, programming and promotion. . . . With Tommy Henrich, former NYankee baseball star as emcee, a new CBSeries of television programs will be launched Saturday morning, May 2, and will be seen until Aug. 29. The program, "Little League Baseball," will be produced by Marty Weldon and although several agencies have accounts eager to sponsor this fine series, the "Little League's" national board of directors has nixed all offers, preferring the series to be a simon-pure civic endeavor. . . . Vocal star Jack Russell of "Your Show of Shows" has cut a waxing on a new label, Treble Records, which should zoom the handsome lark smack dab into the national baritone sweepstakes. The ballad side, "Tomorrow Is a Memory," is sure to catch the ears of the deejays. . . . Lewis Weiss & Co. have completed distribution plans for a series of 52 quarter hour telefilms, "The Adventures of Daniel Boone." . . . A series of TV films, based on episodes of her successful play of several years ago, "Love and Kisses," will be made by Aleen Leslie who has formed a producing firm with her husband, Jacques Leslie, well-known attorney of Beverly Hills.

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Spotlight Productions, sales and promotion agency for Walt Framer Productions, has sold a new audience-participation quizzer, "Make a Million." The latest Framer-chandising program will star Jerry Lester and will be CBSeen once a week starting end of May. . . . When Max Liebman's "Your Show of Shows" takes its summer hiatus after the NBConclusion of the May 30th program, the 13-week Saturday (9:00 to 10:30 P.M.) slot will be filled by Hoagy Carmichael's "Saturday Nite Revue," a show featuring comics, singers, dancers and artists, new to television. Series will originate at the NBCoast studios at Burbank with Joe Bigelow, production supervisor of "All-Star Revue," the producer. . . . The brother act of several years ago (Don Ameche in films and his younger brother, Jim, in radio) is currently being duplicated in reverse. Ace sportscaster, newscaster and announcer Win Elliot's younger brother, Biff, is starring in the "Mike Hammer" role for Victor Saville's flicker, "I, the Jury," currently in production for United Artists release. . . . Fred Waring will salute the world's newest democracy, Israel, on its fifth anniversary, when he features on the "Fred Waring CBSHow" Sunday, Dorothy Stewart's stirring composition, "Israel." The song has been selected as the official song for the State of Israel's bond drive. . . . MBSinging star, Elton Britt, has just waxed two sides for Victor, "Cannonball Yodel" flipped with "Silver Wings," which should ring the bell. Elton has been a top music maker for years in the country folk and popular field.



Walt Framer

Sig Mickelson, CBS-TV director of news and public affairs, flew to Europe yesterday to set up the net's Overseas Newsfilms dep't. which, with offices in principal cities on the Continent, will make this the largest news gathering organization for TV broadcasting in the world. Full operations are planned to begin about May 1. . . . Tom (Seven Year Itch) Ewell will start making his filmed situation-comedy series under his exclusive NBContract in October. . . . Announcer Ted Brown of the "Paul Winchell-Jerry Mahoney" program has just moved into his new home in Riverdale. It's just off the Hendrick Hudson Parkway and a sign on the front lawn reads, "Bellyacher." . . . CBSsweetheart Joan Edwards, who conducts her own recording program, is back in Gotham after a flight to the MGM studios on the Coast. En route she stopped off at Las Vegas where she interpolated two new original songs into the Sands Hotel show. This terrific little artist (niece of the late Gus Edwards) sings 'em, spins 'em and writes 'em.

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LOTS A DOTS. . . . Look for some big news from TV Exploitations, Inc., to break soon. Meetings of bigwigs have been taking place daily at the firm's new offices on W. 55th st.

☆ ☆ ☆

Report Congressmen Like Chromatic

A favorable reaction by members of the House Committee on Interstate and Foreign Commerce who saw yesterday morning's demonstration of the Lawrence color television tube here was reported by Richard Hodgson, president of Chromatic Laboratories, Inc., an affiliate of Paramount Pictures.

Hodgson said committee members, headed by Rep. Charles A. Wolverton (R., N. J.), saw the demonstration in receiving the Columbia Broadcasting System color standard at the New York Athletic Club. This was followed with an afternoon demonstration at the Paramount Building, where the first public demonstration was made of the tube operating on the compatible standards proposed by the National Television System Committee of the TV industry. In the second demonstration, slides were shown, while the morning showing featured a live presentation picked up from CBS.

CinemaScope Orders For 202 Theatres

Reaching into practically every state and city of the country and for the first time in Alaska, 20th Century-Fox's CinemaScope system has been ordered for 202 additional situations.

The latest orders for installations of the panoramic wide-screen process are from such circuits as Schine, Comerford, Newbold-Keesling, Loew's, Neighborhood Group of Theatres and Western Massachusetts Theatres, as well as independent houses. First Alaskan situations to have CinemaScope installed are the New Empress, Fairbanks; Fourth Avenue, Anchorage; Coliseum, Ketchikan, and the 20th Century, Juneau.

Pay TV

(Continued from page 1)

and G. W. Brown of International Telemeter Corp., an affiliate of Paramount Pictures, will describe the Telemeter system. In a general discussion following their address, they will attempt to show the practicality of motion picture distribution through pay-as-you-see home television.

Hillard F. Decker, 51

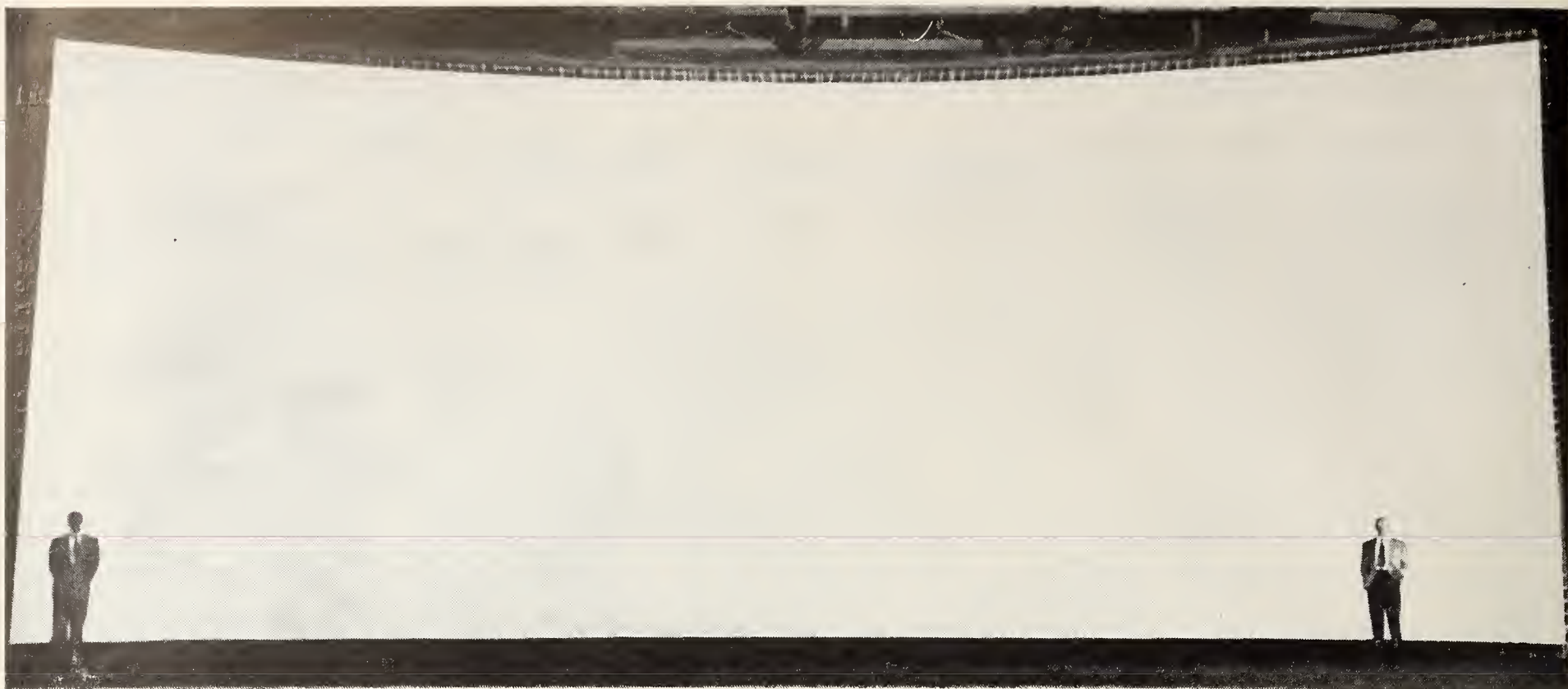
SAN FRANCISCO, April 15.—Hillard F. Decker, 51, treasurer of the Curran Theatre here for 20 years, died at St. Luke's Hospital on April 6, shortly after he suffered a heart attack. Also in charge of ticket sales for the San Francisco Civic Light Opera Association, Decker retired from the Curran a few months ago. He is survived by his widow, Laila.

UA Gets Wilder Film

"Phantom from Space," a science-fiction film produced and directed by W. Lee Wilder, has been added to United Artists' April-May release schedule and will go into release on May 15, it was announced by William J. Heineman, U. A. vice-president in charge of distribution.

Solons Commend 'Hans'

SACRAMENTO, April 15.—The California state legislature has commended Samuel Goldwyn's "Hans Christian Andersen," praising the picture in a resolution published in the official Assembly Journal.



REGARDING THE ALL-PURPOSE MIRACLE MIRROR SCREEN

IN order to clear up any confusion that may exist, we wish to emphasize that the Miracle Mirror Screen is an all-purpose screen, completely compatible with and suitable for CinemaScope, Eidophor, standard, 3-D, and other wide-screen projection systems.

WE also wish to emphasize that the Miracle Mirror Screen is adaptable for theatres of every size and every shape, and is in no way limited to any particular type of theatre.

CINEMASCOPE Products, Inc., a subsidiary of Twentieth Century-Fox Film Corporation, will act as sole distributor of the Miracle Mirror Screen, manufactured and patented by the Miracle Mirror Screen Corporation.

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VOL. 73. NO. 74

NEW YORK, U. S. A., FRIDAY, APRIL 17, 1953

TEN CENTS

Industry Told It Must Clean Up Practices

SBC Witnesses Prefer Enforcement of Decree

WASHINGTON, April 16.—Two industry witnesses said today that enforcement of the industry consent decrees rather than Congressional legislation would solve the problems of the independent exhibitor.

Testifying on the second day of the Senate Small Business Sub-Committee hearings on industry trade practices, Allied general counsel Abram F. Myers declared that if "a firm hand is put on the consent decrees" and if "the letter and spirit of the decrees" were obeyed, much of the current exhibitor-distributor difficulties would be removed.

The other witness who said he "wouldn't like to see legislation" solve the problem was independent exhibitor L. Frank Stewart, who said the Justice Department should police the de-

(Continued on page 6)

House Group Would Combine Trust Suit Limitations Bills

WASHINGTON, April 16. — The House Judiciary Committee sent back to a sub-committee the pending bill to set up a uniform Federal statute of limitations on private anti-trust suits, and ordered that the bill be considered together with another measure to give Federal courts authority to award less than treble damages in such cases.

New public hearings will be held on both proposals.

The two measures were referred to a sub-committee headed by Rep. Keating (R., N. Y.). He said he

(Continued on page 6)

Chairmen Named for 1953 JDA Campaign

Honorary, associate and vice-chairmen of the 1953 Joint Defense Appeal were named here yesterday at an organization meeting at the Hotel Astor, presided over by William German, chairman of the amusements division of the drive. More than 30 attended the meeting, which was addressed by Edwin L. Weisl, an associate chair-

(Continued on page 3)

Schoepfel Asserts Tax Repeal Would Aid Small Houses

WASHINGTON, April 16.—Senator Schoepfel (R., Kans.), chairman of a Senate Small Business sub-committee studying the problems of independent exhibitors, indicated today he felt immediate repeal of the 20 per cent Federal admission tax would aid small theatres.

Schoepfel spoke out when L. Frank Stewart, Illinois exhibitor, told the sub-committee the independents would have no major problems if the consent decrees were enforced and the admission tax eliminated.

"You happen to be speaking to one member of the Senate who thinks the admission tax ought to be eliminated as quickly as possible," Schoepfel said.

Schoepfel's support came as indus-

(Continued on page 6)

Five Reply to Kirsch on 3-D

CHICAGO, April 16.—Replies have been received from five distributors in answer to Illinois Allied's recent query regarding film companies, future plans for standard film production, Jack Kirsch, the unit's president, revealed here today.

Production-distribution heads also had been asked by Kirsch whether their 3-D and wide-screen pictures now being made will also be available in standard form to smaller theatre

(Continued on page 3)

Upbeat in Business Seen With End of Korean War

A forecast that the end of the war in Korea and a return to a more peaceful economy in the United States would result in the further growth

of the motion picture industry was made here yesterday by Paul Raibourn, vice-president of Paramount Pictures.

Raibourn, in an address before the Customers Brokers Association, covered a wide range of subjects, including the impact



Paul Raibourn

of 3-D and wide-

Mulvey with Goldwyn 30 Years Next Wed.

James A. Mulvey, president of Samuel Goldwyn Productions, will

observe the 30th anniversary of his association with the producer next Thursday.

Marking the anniversary, Goldwyn will be host at a luncheon at the Sherry Netherland Hotel here on Monday for Mulvey. Publish-

ers and editors of trade publications will be among the guests, in addition to associates of Goldwyn and Mulvey. Goldwyn and Mrs. Goldwyn will leave here Wednesday for an extended European visit, which necessitated scheduling the luncheon in advance of the actual anniversary date.

\$5,732,000

AB-PT Net

The estimated consolidated earnings of American Broadcasting-Paramount Theatres for the first quarter of this year were \$5,732,000, the company revealed yesterday in a dividend-payment letter to stockholders. As the

(Continued on page 6)

Green Planned To Liquidate Fox: Skouras

Brands Proxy Fight 'Unjust' at This Time

Charles Green, dissident 20th Century-Fox stockholder, who is engaged in a proxy fight with the directors and management of the company, gave every indication that he planned, if successful in gaining control of the company at the annual meeting of stockholders next month, to liquidate its principal assets, Spyros Skouras, 20th-Fox president, told a press conference at the company's offices here yesterday.

Skouras said that the indicated aim was to make possible large cash dividends, following the liquidation, to Green and his associates, who may have acquired the company's stock at moderate prices.

The liquidation indicated by Green, (Continued on page 3)

3 Resign from Fox Board; Company Nominates 4 Others

Four new directors have been nominated for the 20th Century-Fox board, the company's proxy statement mailed to stockholders yesterday revealed.

New nominees to the 10-man board are: Colby M. Chester, Jr., honorary chairman and director of General Foods Corp.; General James A. Van Fleet, retired, former United Nations commander in Korea; Kevin C. McCann, president of Defiance College, assistant to the president of Columbia University and for about two years

(Continued on page 3)

Films to TV in 3-4 Years, Skouras Says

Spyros P. Skouras, 20th Century-Fox president, placed the probable time when his company's library of sound films, now numbering about 900, would be sold to television at "three to four years from now, maybe a little earlier," during a press conference at the company's home office here yesterday.

Skouras was questioned in refer- (Continued on page 3)

Personal Mention

SIR MICHAEL BALCON, British producer, will return to New York from Hollywood on Monday.

DONNA LUCY HARTMAN, daughter of **DON HARTMAN**, Paramount production head, and **JAMES GRANVILLE HULSEY**, motion picture set designer, will be married tomorrow at the Santa Barbara Biltmore in Santa Barbara, Cal.

THEODORE R. BLACK, Republic counsel, has returned here from a 10-day meeting and tour arranged by the Department of Defense.

OTTO PREMINGER, producer-director, is in New York from Hollywood.

Liebeskind Named 'V-P' of Int'l-United

Appointment of **Nat Liebeskind** as vice-president and general manager of International United Films was announced here yesterday by **David H. Coplan**, president. Liebeskind is a veteran distributor and foreign manager for major companies, having recently arrived in New York from Hollywood.

Coplan leaves this weekend for Europe and Liebeskind will take over supervision of I-U's operations coincident with the removal of its headquarters from 1 East 57th St. to 1560 Broadway.

The company is preparing its first package of 12 features for national release. After setting up the new office and naming a sales manager and staff, Liebeskind will make a tour of key cities.

Start 18 - City Tour For 'Pleasure Island'

Back from Korea where they entertained hospitalized United Nations troops and fighting men in various battle zones, the stars of Paramount's "The Girls of Pleasure Island" will arrive in New York tomorrow to appear Sunday on Ed Sullivan's "Toast of the Town" CBS-TV show.

Don Taylor, **Audrey Dalton**, **Joan Elan** and **Dorothy Bromiley** yesterday visited Minneapolis following a meeting in Denver with Korea veterans and members of the Red Cross Gallon Club, and today are in St. Paul. These were the first stops on their 18-city U. S. tour in conjunction with local openings of the picture.

Services Here Today For Gene Snyder

Funeral services will be held here this morning at the Campbell Funeral Home at 81st Street and Madison Ave. for **Gene Snyder**, 45, co-director of the Rockettes at Radio City Music Hall here, who died Wednesday in Roosevelt Hospital after a long illness. He had been associated with the Rockettes since the early 1920's.

Vogel, Gathrie Win Variety Clubs Publicity Awards

Hugo R. Vogel of Variety Clubs International Milwaukee Tent was voted first prize for the best publicity story concerning a Variety Club's activities published during the past year. Staff photographer **Ramond Gathrie** of the Philadelphia News was awarded first prize for the best published photo depicting a Variety Tent's activities during the year.

The awards were voted by members of the publicity and public relations committee of Variety Clubs International, comprising editors and staff members of motion picture trade publications, who examined and judged the scores of entries from Variety Tents all over the country and from England at the clubrooms of Tent No. 35 in the Piccadilly Hotel here yesterday.

First prize for the best story, won by Vogel, is an all-expense paid trip to Mexico City for the Variety Clubs International annual convention there next month. First prize for the best photo, won by Gathrie, is \$300 cash.

Gathrie immediately donated his prize money to the Philadelphia Tent's Heart Fund.

Honorable mention, to be recognized by scrolls, went to **Noah Schecter** of the Cincinnati Tent for a story published in the Cincinnati Enquirer,

and to **John M. Di Joseph** of Reni News Service, Washington, for a photo published in the Washington Post.

Vogel's prize-winning story was by-lined by **Larry Lawrence**, staff writer for the Milwaukee Journal, and published in that paper April 4, 1953. It concerned a heart case aided by the Milwaukee Tent. **Mrs. Lucius H. Riggs** of the Cincinnati Enquirer by-lined the second-place story.

Jack Beresin, International Chief Barker, presided at a luncheon which followed the judging. Also present were **Jack Chisholm** of Toronto, International press guy; **Edward Lachman**, chief barker, Tent 35; **Edward Emanuel** of Philadelphia, international delegate at large; **Ira Meinhardt** and **Charles O'Reilly** of Tent 35.

The contest was the first of its kind to be conducted by Variety International and will be continued annually hereafter, **Chisholm** announced. The incentive to publicize the Tents' Heart activities has proved immeasurably helpful to Variety, he stated.

Judges of the entries were: **Walter Brooks**, **Ray Lewis**, **Mel Konecuff**, **Charles Alicoate**, **Al Picoult**, **Sherwin Kane**, **Tom Kennedy**, **Aaron Sloan**, **Frank Burke**, **William Smith** and **Hy Hollinger**.

371 Register for Variety Convention

With 371 reservations on hand as of last Wednesday, Variety Clubs International annual convention in Mexico City in May promises to be the best attended of any convention ever held by Variety. **Jack Beresin**, international chief barker, said here yesterday.

Beresin will be honored at a \$100-a-plate dinner in Philadelphia tonight. The proceeds, estimated in the neighborhood of \$40,000, will go to the Philadelphia Tent's fund to maintain a children's camp. **Beresin** is scheduled to address Variety Club meetings in Memphis, April 27, in Houston, May 11, and will go to Hamburg, Germany, on June 17, to preside at the launching of the new Tent and installation of officers there.

MPA Group Studies Industry TV Show

Plans for the industry's proposed institutional television show were discussed here yesterday by the advertising-publicity committee of the Motion Picture Association of America. Another meeting will be held next week when further details in connection with the telecasts will be explored with representatives of American Broadcasting Co., the network which is being considered to handle the all-industry television program.

Si Seadler of M-G-M retired as chairman of the committee at the meeting yesterday and was succeeded by **Rodney Bush** of 20th Century-Fox. Chairmen serve on a company rotation basis for six-month terms.

WB's 'Wax' Midwest Premiere Tonight

MILWAUKEE, April 16.—Governor **Walter J. Kohler** of Wisconsin will welcome and introduce **Gordon MacRae**, **Harold Lloyd** and **Paul Picerni** on the stage of the Warner Theatre here tomorrow night as part of the activities for the Midwest premiere of Warner Brothers' 3-D "House of Wax."

The stars will be guests at a dinner preceding the premiere, to be given by **David White Co.**, manufacturers of "stereo-realist" cameras, for 2,000 camera dealers.

Heavy Grosses Reported for 'House of Wax' in the South

Reports from the field indicate that Warner's "House of Wax" is grossing heavily at first showings in San Antonio, Miami and Fort Worth.

A \$6,138 gross was reported for the opening at the Majestic Theatre in San Antonio, \$2,692 for the opening at the Paramount in Miami, \$2,374 at the Beach in Miami Beach, and \$4,104 for the opening at the Worth Theatre in Fort Worth.

Reception for Magnani

Italy's **Anna Magnani**, now in the United States for the first time to attend the American premiere of her film, "Bellissima," was hostess at a press party last night at the Savoy Plaza here. Among others attending were executives of Italian Film Export including **E. R. Zornigotti**, U. S. representative; **Jonas Rosenfield Jr.**, director of public relations, and **Bernard Jacon**, vice-president in charge of sales of IFE Releasing Corporation.

TOA Leaders To Tour Coast

Because exhibitor units in the Pacific Northwest are not affiliated with a national organization and have indicated a desire to join one, **Mitchell Wolfson**, past president of the Theatre Owners of America, and **TOA** vice-president **E. D. Martin** will address unit meetings in Seattle and Portland next week. The TOA leaders also will call on affiliated associations in San Francisco and Los Angeles.

The leadoff session will be a luncheon-meeting of the Theatre Owners of Washington, Northern Idaho and Alaska at the Olympic Hotel in Seattle, at which **Joseph Rosenfield** of Spokane will be chairman. On Wednesday the TOA executives will address a meeting of Oregon exhibitors in Portland. **Wolfson** and **Martin** will meet the board of directors of the California Theatres Association in San Francisco on Thursday.

The tour will end with a meeting of exhibitor leaders of the Southern California Theatre Owners Association in Los Angeles on Friday.

Party for Dahl, Lamas

Press, magazine and radio-television personalities attended a cocktail reception held in honor of **Arlene Dahl** and **Fernando Lamas** yesterday at the Sherry Netherland Hotel here. Miss Dahl and Lamas, who are starred in "Sangaree," Paramount's 3-D color in Technicolor film, have been in New York for the past 10 days and participated in numerous interviews. They will return to Hollywood on Sunday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

DORIS DAY • GORDON MacRAE

"BY THE LIGHT OF THE SILVERY MOON"

Color by Technicolor — A Warner Bros. Picture
Plus The Music Hall's Great Easter Stage Show

NATURAL VISION
3 DIMENSION
WARNERPHONIC SOUND
HOUSE OF WAX starring VINCENT PRICE
FRANK LOVEJOY • PHYLLIS KIRK
PARAMOUNT
in person **EDDIE FISHER**
HUGO WINTERHALTER
AND ORCHESTRA
THE BEACHCOMBERS
JOEY FORMAN
TIMES SQUARE
Midnight Feature

BECAUSE WE KNOW IT'S SO
WE KEEP ON SAYING...
FILMACK GIVES YOU MORE SHOW-MANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.
FILMACK TRAILERS
1327 S. WABASH AVE. CHICAGO
630 NINTH AVENUE, NEW YORK

CinemaScope to Be Demonstrated Here

The first demonstration of 20th Century-Fox's CinemaScope wide-screen process in the East will be held at the New York Roxy Theatre next Thursday or Friday morning.

The showing will be held before an invited audience of some 6,000 representatives of the press and all other mass communication media.

Program for the demonstration will consist of scenes from "The Robe," first picture to be made in CinemaScope and Technicolor; scenes from "How to Marry a Millionaire"; a special production number showing Marilyn Monroe in "Gentlemen Prefer Blondes," and other color footage.

Five Reply

(Continued from page 1)

owners who will be unable to install expensive 3-D and wide-screen equipment for some time to come. Exhibitors in this category, he said, are expressing concern that there might be a serious cut-back in standard production, making it extremely difficult for them to keep their theatres operating in the face of current stepped-up conversion by studios to 3-D filming.

Abe Montague, Columbia Pictures general sales manager, replying to Kirsch's letter, stated: "We intend to continue to make 2-D pictures. In fact, all of our 3-D films will be available to be shown in 2-D. For instance, we are now starting a picture with Rita Hayworth, 'Miss Sadie Thompson,' for 3-D, for 2-D, and with or without stereophonic sound. I personally do not believe that there will be any shortage from this company of 2-D pictures for those theatres that will not have equipment for 3-D or for stereophonic sound or for any type of wide-screen, and it looks like we will have a program of approximately 40-odd pictures."

Arthur Krim, president of United Artists, called attention to his recent statement in the trade press to the effect that his company will release some 65 pictures in the next 18 months, and that each of these will be delivered in 2-D whether or not produced for 3-D or wide-screen.

Twentieth Century-Fox, through Al Lichtman, director of distribution, advised, "We have scheduled 37 pictures to be released this year, three of which are CinemaScope pictures and one possibly a 3-D, thus making 33 pictures for 1953 in 2-D. The CinemaScope pictures will not be available in 2-D, as this would require double production costs. However, the one 3-D picture can be released in 2-D as well."

Charles Reagan, general sales manager of M-G-M, in a long-distance phone call, has assured Kirsch that his company has a sufficient backlog of completed 2-D pictures to supply exhibitors for at least a year, and that at the present time features being produced in 3-D are also being filmed in 2-D.

Ben Kalmenson of Warner Brothers gave virtually the same assurance expressed by Reagan.

Companies who have not replied to the letter from Kirsch are: Universal, Paramount, and RKO Radio.

Planned to Liquidate Fox

(Continued from page 1)

Skouras said, included the sale of the company's film library to television immediately, the disposal of the company's main studio properties and transfer of production to the old Western Avenue, Hollywood, studio where low budget pictures only would be made; liquidation of other large real property holdings of the company elsewhere, without regard to the effects on the company's 15,000 employees.

Skouras scored the proxy fight being waged by Green as "unfair and unjust" at a time when the company and the industry is rebuilding and all of the time of the executives should, of necessity, be devoted to the new developments and the opportunities they provide for planning for the future.

Skouras said he had first been informed of Green's decision to engage in the proxy fight when he, Skouras, was in Australia on his last world tour. He said that Green made no attempt to see him on his return to New York from abroad and that their first meeting resulted from conversations with an intermediary, Harry Brandt, New York theatre operator. Brandt's role was not otherwise explained by Skouras.

The 20th-Fox president said that at their first meeting Green claimed he represented, first, 600,000 shares of stock, then, "perhaps 900,000 shares." Skouras said he told Green if that was the case there was no need for a proxy fight, all he had to do was walk in to the annual meeting and elect three to five directors.

Last week Green denied he was seeking control of 20th-Fox and yesterday it was learned that his proxy solicitation, not yet distributed, will propose five directors, including himself.

Skouras said he confronted Green with statements the dissident stockholder was alleged to have made depicting Skouras "as a dishonest man." Among the statements attributed to Green was one that 20th-Fox had put \$20,000,000 into Eidophor and that Skouras had obtained a 40 per cent interest in it at no cost to the latter. Skouras said the cash outlay on Eidophor has been \$500,000 to \$600,000; that it is wholly owned by 20th-Fox and that he, Skouras, "has not made a penny on it."

Skouras said he urged Green to wait a year before pressing his proxy fight to give the company and its executives time to launch its new CinemaScope and Eidophor developments, and assured him that if, at the end of that time, "we haven't done what we said we will do with CinemaScope, I will concede your right to oppose us."

Green declined and went to Darryl F. Zanuck, 20th-Fox production head, with charges against Skouras and offered Zanuck the presidency of the company in return for his aid. Zanuck asked for proofs of the charges and when none was forthcoming ("To this day, none has been given," Skouras said). Zanuck declined to discuss the matter further with Green.

"Now Zanuck is as bad to Green as I am," Skouras observed.

Green Proxy Letter Names 5 Directors

While it was reported here yesterday that the Securities and Exchange Commission in Washington had cleared Charles Green's proxy letter to 20th Century-Fox stockholders, Green's press representative in New York, Charles Maybruck, said that some "minor revisions" were still to be made before the letters could be mailed. The suggested revisions were mailed from here to Washington yesterday and there is a possibility that the provisions will be disclosed approximately 24 hours after they have been received by the SEC. Attorneys representing Green were conferring with SEC officials in the Capitol yesterday.

The proxy letters are reported to contain Green's nomination of a slate of five 20th-Fox directors, of whom Green is one.

Chairmen Named

(Continued from page 1)

man, Harry Brandt and Irving Engel. Appointed to honorary chairmanships were Barney Balaban, Ned Depinet, Milton Rackmil and Albert Warner. Vice-chairmen are Charles Moss, Harold Rinzler, Burton Robbins, Chick Lewis and Paul Lazarus, Jr.

Named as associate chairmen were Harry Brandt, Leonard Goldenson, Leon Goldberg, A. Montague, Harry Kalmine, James R. Grainger, Samuel

Films to TV

(Continued from page 1)

ence to the recent statement contained in a message to company stockholders that the introduction of CinemaScope and other new production and exhibition processes would outmode present feature films and clear the way for their sale to television.

Asked how long he thought that might take, Skouras made the "three to four years, maybe a little earlier" reply. Amplifying, he said it would not be before the current library films are "obsolete" and not until there are 700 or 800 television stations on the air. There are less than half that number of stations operating now.

Skouras said orders for CinemaScope are coming in at the rate of 250 a week and now total 1,537.

At one point, Skouras said he did not believe the public will accept everything in 3-D but that there will be a market for that as well as wide-screen and other processes. "Our Miracle-Mirror screen will be practical for all of them," he said.

Asked about a Hollywood report that "Water Front," a story of the New York and New Jersey piers, would be made in standard, black-and-white by Darryl Zanuck, rather than in CinemaScope Skouras said the report was correct and that "a commitment made a long time ago" was the reason for it.

Rinzler, Herman Robbins, A. Schneider, A. W. Schwalberg, Fred Schwartz and Herbert J. Yates.

The industry drive for funds will get under way in mid-June.

Fox Board

(Continued from page 1)

assistant to the Supreme Commander of NATO, and B. Earl Puckett, chief executive officer of Allied Stores Corp.

The four would fill vacancies created by the recent resignations of three 20th-Fox executives from the board and the death of Seton I. Porter. The three company executives who have resigned from the board are: Donald Henderson, treasurer; Murray Silverstone, president of 20th-Fox International, and Wilfred Eadie, comptroller.

The other six members of the board who are proposed by the company for reelection are: Spyros Skouras, L. Sherman Adams, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman and William C. Michel.

The proxy sent to stockholders covers both the special meeting to be held in Wilmington, Del., May 5, to act on the company's proposal to end the cumulative voting method for the election of its directors, and also the regular annual meeting of stockholders to be held at the company's home office on May 19.

If cumulative voting is ended at the special meeting, the chances of Charles Green, dissident stockholder who is engaged in a proxy fight with the company, of electing directors at the annual meeting will be lessened. Skouras defended the move to end cumulative voting as one required by Green's proxy fight which, he charges, is being waged in the interest of a special group and not the best interests of the stockholders as a whole and the company.

The proposed changes in the board, Skouras said, have been planned for some time in the wish to add directors "who will have a sense of responsibility to the community as well as to the stockholders, and who bring experience from other fields to the company."

The regular meeting of stockholders also will vote on two proposals advanced by Green, one of which would deprive the board of directors of the power to authorize employment contracts with individuals and the corporation. The other would bar payment of over \$100,000 annually to any officer without authorization of stockholders. Management opposes both resolutions.

A third proposal offered by a woman stockholder and calling for consideration of election of a woman to the board is favored by management.

The proxy statement shows the following compensation paid to certain officers of the company last year: Skouras, \$246,760; Zanuck, \$260,000; Al Lichtman, \$154,960; Silverstone, \$128,960; Michel, \$105,635; Henderson and Eadie, \$61,360 each.

Rook to Represent I.F.E. in the South

Albert E. Rook has been appointed Southern division manager of the I.F.E. Releasing Corp. by Bernard Jacan, vice-president in charge of sales. Rook will make his headquarters in Atlanta and will also cover Jacksonville, Oklahoma City, Memphis, Dallas and New Orleans.



IS THE TIME YOU NEED BIG PRODUCT! THESE

Academy Award
Release
"Best Picture
of Year"

THE GREATEST SHOW ON EARTH



CECIL B. DEMILLE'S

Color by TECHNICOLOR

starring

BETTY HUTTON • CORNEL WILDE • CHARLTON HESTON
DOROTHY LAMOUR • GLORIA GRAHAME and JAMES STEWART

The *BIG* 3-D
Attraction
That's Worth
Waiting For!



SANGAREE
IN 3-DIMENSION

starring

FERNANDO LAMAS • ARLENE DAHL • PATRICIA MEDINA

Color by TECHNICOLOR

The epic of
America's days
of destiny!



PONY EXPRESS

Color by TECHNICOLOR

starring

CHARLTON HESTON • RHONDA FLEMING • JAN STERLING
FORREST TUCKER

The great thrill
show about the
great daredevil
of all time!



HOUDINI

Color by TECHNICOLOR

starring

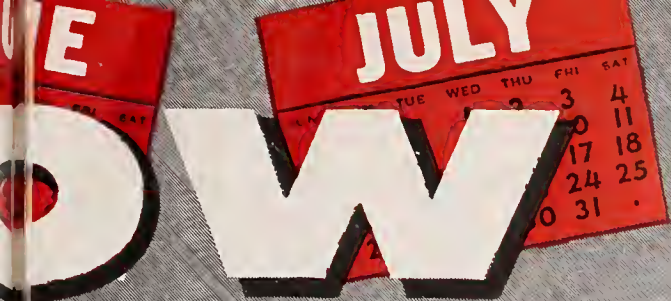
TONY CURTIS • JANET LEIGH

Plus Current Big Ones Like

OFF LIMITS • HAL WALLIS' **COME BACK, LITTLE SHEBA**

starring Bob Hope

Academy Award "Best Actress" Shirley Booth



ARE ALL SET-AND ALL BIG-FROM PARAMOUNT

The boys go
spook-hunting
for a new kind
of scream!



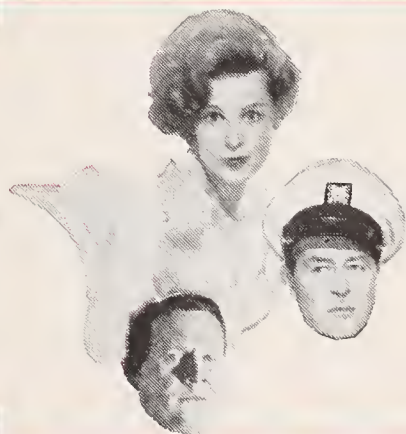
DEAN MARTIN and JERRY LEWIS
LIZABETH SCOTT • CARMEN MIRANDA
in HAL WALLIS'
SCARED STIFF

Lusty adventure
from the
South's most
violent era!



THE VANQUISHED
Color by TECHNICOLOR
starring
JOHN PAYNE • JAN STERLING • COLEEN GRAY
LYLE BETTGER

The Saturday
Evening Post
story of love
and murder!



JAMAICA RUN
Color by TECHNICOLOR
starring
RAY MILLAND • ARLENE DAHL • WENDELL COREY

The famous
Broadway stage
comedy, now a
big, big picture!



STALAG 17
starring
WILLIAM HOLDEN • DON TAYLOR
OTTO PREMINGER

Plus Coming Big Ones Like

THE WAR OF THE WORLDS • GEORGE STEVENS' SHANE

Color by Technicolor

Color by Technicolor

AB-PT Net

(Continued from page 1)

merger of American Broadcasting Co. and United Paramount Theatres was completed on Feb. 9 and became effective on Feb. 10, the statement reflects the earnings of both companies after the latter date.

The profit before Federal income taxes was \$3,187,000 and the profit before net capital gains and dividends from non-consolidated subsidiaries was \$1,465,000 to which was added \$15,000 from non-consolidated subsidiaries and \$4,252,000 representing net capital gains less estimated income tax.

The per share earnings on the common stock for the quarter, after provision for the dividend on the preferred stock outstanding, were 35 cents, excluding capital gains, and \$1.42 including capital gains on 3,967,531 common shares outstanding.

Leonard Goldenson, president of AB-PT, pointed out that the capital gains arose mainly from the sale of television station WBKB in Chicago. Under the terms of the loan agreement, earnings from capital gains are not available for dividends, the agreement permitting the dividend payments only from earned surplus arising from operations since Jan. 1, 1950. Goldenson said that during the quarter the company divested itself of nine theatres of which eight had been wholly owned.

Net earnings of United Paramount

Clean Up Trade Practices

(Continued from page 1)

crees and enforce them. "I can protect myself against competitors," Stewart told committee chairman Andrew F. Schoepel (R., Kans.), "if there is a set of rules from above which are enforced."

After hearing the testimony of Myers and Stewart, Schoepel warned the industry that "unless it cleaned up itself" it might be faced with a clean-up by legislation. Stewart had been describing his own dealings with distributors in his area, saying they operated in a "lackadaisical, dog-eat-dog manner." Schoepel angrily declared that "when there are hundreds of instances like this, Congress is called upon to pass legislation. That puts the industry in a straight-jacket, because of the off-color practices of some members of the industry." He went on to say that "the industry is going to get something like

amounted to \$2,049,000. The profit Theatres for the first quarter of 1952 before taxes was \$3,811,000 from which taxes totalling \$2,058,000 were deducted. Dividends from non-consolidated companies amounted to \$52,000 and capital net gains were \$244,000.

that" unless it takes care of cleaning itself up and keeps matters "decent and clean on a competitive angle."

A third witness, Allied president Wilbur Snaper, stated flatly that due to the "destructive practices" of distributors, "we are losing control of our business and I don't know what is left to us except to pay bills."

The final witness today, who said that much of the information he intended to give the committee had already been developed by Stewart, was Sidney E. Samuelson, president of Allied Independent Theatre Owners of Eastern Pennsylvania.

The hearings were originally scheduled to continue through four days of next week, but Schoepel announced at the close of today's session that the committee would be involved in another hearing next week. The industry hearing would therefore recess after tomorrow's session until Monday, April 27, he said.

Schoepel and Senators Smathers (D., Fla.) and Gillette (D., Iowa) questioned Myers at length as to whether distributors were violating the terms of the consent decrees and asked Myers was remedies the committee could provide. Myers enumerated several distributor practices which were, in his opinion, violations of the decrees. He told the committee that it had great prestige and that any recommendations it made "would have tremendous value."

Business Upbeat

(Continued from page 1)

of this situation.

Raibourn predicted that there would be a "marriage" of 3-D and wide-screen systems, without the necessity of wearing spectacles, in the not too distant future. He underlined this prediction by saying that one unnamed company already had demonstrated such a system. The Paramount vice-president, however, did not clearly state whether the "wedded" system he had in mind gave a three-dimensional effect or whether it was true 3-D. Viewers are necessary for all present 3-D processes.

The effect of the 20 per cent Federal tax, Raibourn declared, has been to limit the price of admissions in theatres during a period when costs have climbed. He forecast that admission prices would go up with the advent of new screen processes. The projected increased admissions, Raibourn maintained, should reflect the rise in the costs since the imposition of the 20 per cent tax and the added attraction of new dimensions on the screen. The Paramount executive told his audience that the entire industry is cognizant of the needed tax relief and is behind the tax repeal drive.

The question of what would happen if one major film company began selling its feature film backlog to television was posed by one broker. Raibourn responded that "people aren't throwing things away except in bankruptcy." He explained that it is economically

Journal-American Flays Federal Tax

The New York *Journal-American* is the latest newspaper to rally to the support of the industry in its nationwide campaign to have film theatres exempted from the Federal admission tax law.

In an editorial appearing in that publication yesterday, promoted by the New York Independent Theatre Owners Association, the J-A stated that, "The 20 per cent tax on motion picture admissions is hurting the movie theatre business, related businesses—and the Government itself, by forcing the closing of a substantial number of theatres throughout the country. It has ceased to become an emergency tax and has become a discriminatory one."

Limitations Bills

(Continued from page 1)

thought his group would eventually report out some bill covering both proposals, but that it would probably take "some little time."

For one thing, Keating said, he wants the opinion of the Justice Department on the two changes. He pointed out that a new anti-trust chief has just been confirmed, and suggested it would take him several weeks to study the changes and come up with recommendations.

Moreover, Keating said, both changes are very controversial and "quite a few people" will probably want to testify at the public hearings.

Observers noted that the new delays probably kill whatever chances the bills had for enactment this year. Even if the House acts, Senate action so late in the session would be unlikely.

Tax Repeal

(Continued from page 1)

try leaders made final preparations for presenting the case for tax repeal to the House Ways and Means Committee on Monday. The tax committee of the Council of Motion Picture Organizations met here this afternoon to work out details of the presentation.

unfeasible to take such a step in today's television market and only a company in serious financial difficulty and wanting to liquidate its assets would do so.

Raiburn outlined the 3-D and wide-screen developments in the past year and pointed to the big grosses racked up by Cinerama and "Bwana Devil," indicating the popularity of these new techniques. He called for a gradual change in both production and exhibition to the new processes, stressing that adjustments cannot be made overnight. He forecast that within three months, technicians will be able to triple the light thrown on screens. Raibourn also predicted that the price of throw-away polarizing spectacles would decrease shortly as more companies enter the market.



NORTH AMERICAN SALUTES A GREAT MOTION PICTURE—PARAMOUNT'S NEW OUTDOOR EPIC

PONY EXPRESS

North American Airlines is proud to transport the stars of Paramount's great motion picture, "Pony Express," from a world premiere in St. Joseph, Mo., to premieres in eight major cities... along the famous Pony Express Trail.

In 1860, it took two weeks for gallant and daring horsemen to ride the 1500-mile Pony Express Trail.

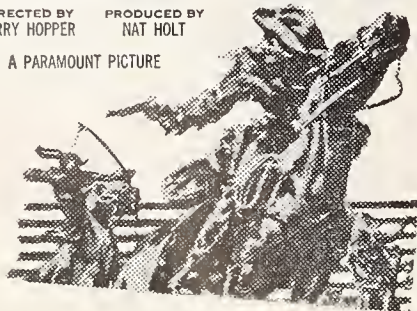
Today, giant 4-engine North American Airlines Skymasters fly over the trail in 7 hours.

AIR COACH SERVICE COAST-TO-COAST

CHARLTON HESTON • RHONDA FLEMING
JAN STERLING • FORREST TUCKER

DIRECTED BY JERRY HOPPER
PRODUCED BY NAT HOLT

A PARAMOUNT PICTURE



FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 73. NO. 75

NEW YORK, U. S. A., MONDAY, APRIL 20, 1953

TEN CENTS

29 Solons to Testify for Mason Tax Bill

100 Others Volunteer; Hearings On Today

WASHINGTON, April 19.—Twenty-nine members of Congress have been scheduled to testify or submit statements in behalf of the Mason admission tax bill at tomorrow's hearings before the House Ways and Means Committee.

Others may be added at the last-minute tomorrow morning. A committee official said that "almost a hundred Congressmen called up and inquired about testifying, but many gave up when they heard about the waiting list."

The Mason Bill would exempt mo-
(Continued on page 6)

Fabian Sees Advances

The motion picture industry is on the threshold of new technological advances which will stimulate theatre attendance, Si Fabian, president of Stanley Warner Crop., declared here at the weekend in a letter to stockholders.

The letter, which could be described as a six-week report covering company operations since the new man-
(Continued on page 3)

128 TV Stations in Network Link

With the addition of the new Holyoke, Mass., TV station, network programs are now available to 128 television stations in 83 cities in the U. S.

Holyoke station WHYN-TV has been connected to the Bell Telephone System's nationwide television facilities, according to an announcement by the American Telephone and Telegraph Company. Network programs are made available to Holyoke over a newly constructed microwave link, which is connected to the New York-Boston radio-relay system.

'Lab.' Pact Talks Start Here Today

Negotiations for a new contract between all Eastern film laboratories and their employees will get under way here today at the Hotel Astor. The current contract expires on June 19.

While Local No. 702, the union representing the workers, has not announced its new demands, it is understood that a general increase in wages will be asked.

Majors Settle with Coast Drive-ins

LOS ANGELES, April 19.—The Sky-line and Pacific drive-in companies, which in 1950 sued major distributors for triple damages approximating \$1,750,000 on charges they had conspired to deprive drive-ins of first-run product, accepted an out-of-court settlement over the weekend.

The case, which came up for discussion during the recent Senate Small Business Committee hearings here, had been considered precedential at the time it was filed, although the changing attitude toward drive-ins has largely dulled its edge. The reported settlement involved payment of between \$100,000 and \$200,000.

CLOSED THEATRES CAUSE CONCERN

Real Estate Assn. Tells Senate Group Industry Needs Help; 236 Boards Report 500 Dark Houses

WASHINGTON, April 19.—The number of theatre closings throughout the country has reached a point where the industry needs help, a spokesman for the National Association of Real Estate Boards told Congress over the weekend.

"I don't want to convey the impression that the theatre business will disappear completely," Hiram P. Holmes told a Senate Small Business Committee investigating industry trade practices. "But the industry needs help. It should be watched and helped if possible."

Holmes, chairman of the NAREB Economic Committee, based his remarks on a survey begun by the group in January. Questionnaires on theatre closings were sent out to 1,131 local real estate boards. To date, nearly 600 communities have replied, Holmes stated, with 236 local boards reporting over 500 closings. In addition, there were predictions of pending clos-

Retain Counsel to Fight New French 'Turnover Tax'

Universal, M-G-M and Paramount have retained counsel in France to combat efforts of the French government to levy an additional turnover tax on revenue grossed in France. Paramount was the first company to be assessed and, in effect, will be the "guinea pig" in a test case.

France always has assessed a turnover tax of varying amounts. American companies currently are paying a levy of 8.55 per cent on gross business, but the French government has taken the position that U. S. film
(Continued on page 3)

More CinemaScope Demonstrations Set

Arrangements for early exhibitor and press demonstrations of CinemaScope are being completed by 20th Century-Fox to follow the Roxy Theatre demonstration here this week.

CinemaScope equipment for the showings will be installed in the Stanley-Warner Mastbaum, Philadelphia; National Theatres' Fox, Detroit; B. & K.'s Uptown, Chicago, and RKO Theatres' Keith Memorial, Boston.

The demonstrations in those the-
(Continued on page 3)

Intimidation Is Charged At SBC Hearings

'Scared' Theatre Men May Testify Privately

WASHINGTON, April 19.—Exhibitors who are "scared" to testify against distributors before the Senate Small Business Committee will have a chance later to talk privately to committee investigators, Senator Schoeppel (R., Kans.) said.

Schoeppel is chairman of a sub-committee holding hearings on industry trade practices. He made the comment when two witnesses told the committee Friday that they knew of many exhibitors who had privately voiced complaints against distributors, but who were afraid to state their complaints pub-
(Continued on page 6)

RKO Stock Option Plan

An incentive stock option plan for key employes of RKO Theatres was proposed to stockholders by management in a proxy statement issued here at the weekend.

The proxy statement also called for reelection of the present six-man
(Continued on page 3)

Wallerstein, Markley On AB-PT Board

Chicago, April 19.—B. & K. general manager David B. Wallerstein has been named to the board of directors of Balaban and Katz Corp., a subsidiary of American Broadcasting-Paramount Theatres, along with Sidney Markley of AB-PT, it was announced here.

At the same time B. & K. revealed that it is installing stereophonic sound in five outlying theatres here, the Harding, Marbro, Southtown, Tivoli and Uptown, and in the Varsity, Evanston, Ill., as well as the Chicago, where "House of Wax" is scheduled to make its local bow on May 1.

ings and reports that an unspecified number of theatres had already been demolished.

One city listed 19 closed theatres, Holmes said, with an additional 30 "dismantled." Holmes, who testified at the invitation of the committee, said the survey would probably be completed by the time the Economic Committee meets in May. "The Economic Committee feels such keen concern," he told the committee, "that 20 individual case studies will be conducted and the findings analyzed" at
(Continued on page 6)

Personal Mention

ALFRED CROWN, RKO Radio foreign sales manager, returned to New York over the weekend from Hollywood.

KATHERINE HANLEY of Warner Brothers New York office is due back here today, following a vacation spent with her brother, **JOSEPH A. HANLEY**, office manager of WB's San Francisco exchange.

M. A. FAZALBHOY, managing director of RCA Photophone Equipment, Ltd., in India, will arrive in New York this week to study the possibilities of bringing 3-D into India.

E. S. GREGG, Westrex Corp. vice-president and general manager, left New York at the weekend for London by plane.

JOSEPH I. BREEN, Production Code administrator, will leave Hollywood in early May for an extended vacation in Europe.

NAT LEVY, RKO Radio Eastern division manager, returned here over the weekend from a Midwest tour.

EDWARD MICHAEL LOVE has been assigned to the 20th Century-Fox Boston branch as an apprentice.

ANNA MAGNANI will make her only daytime TV appearance this afternoon on the Nancy Craig show.

EARL I. SPONABLE, director of research for 20th-Fox, has arrived here from the Coast.

DAVID E. ROSE will leave here for England Wednesday and will return to New York in about 10 days.

JOHN BALABAN, president of Balaban and Katz Theatres, has returned to Chicago from here.

BOB GOODFRIED of the Paramount Coast publicity department is in New York.

WALTER L. TITUS, vice-president of Republic Pictures, was in Atlanta from New York.

FRANK LOWRY has resigned from RKO Radio in Atlanta to join Bailey Theatres in Panama City, Fla.

HAROLD LLOYD will arrive here from the Coast today.

Puciato Quits Realart To Form Own Firm

Carroll Puciato, vice-president and general manager of Realart Pictures, Jack Broder Productions, and various affiliated companies, has resigned, effective April 30.

At the same time, Puciato announced the formation of Carroll Pictures, Inc., New York.

Canada's Jenkins and Harvey Are Top Showmen in 1st Quarter of QP Awards

Al Jenkins, manager of the Odeon Vogue Theatre, Vancouver, in a large situation, and **Bob Harvey**, manager of Famous Players-Canadian's theatre at North Bay, Ontario, in a small situation, have been voted top showmen in the first quarter of the Quigley Showmanship Awards, conducted by the Managers' Round Table of *Motion Picture Herald*. Both were declared winners for sustained showmanship rather than for individual campaigns. Scroll of Honor winners were:

Bill Burke, Capital Theatre, Brantford, Ont., Canada; **Al Camillo**, Modjeska Theatre, Milwaukee; **Charles Doctor**, Capitol Theatre, Vancouver, Canada; **Douglas Ewin**, Regal Theatre, Oxford, England; **J. P. Harrison**, Campus Theatre, Denton, Texas; **John E. Lake**, Savoy Theatre, Luton, England; **Willis Shaffer**, Fox Theatres, Hutchinson, Kansas.

A special "Brotherhood Award" went to **H. W. (Bill) Reisinger**, now located at the Murphy Theatre, Wilmington, Ohio. The Overseas Award goes to **Miss D. L. Nicholson**, of the M-G-M publicity department in Johannesburg, South Africa, for her campaign on "Quo Vadis."

The Awards judges were **Al Floersheimer, Jr.**, advertising and publicity director for Walter Reade Theatres; **Lige Brien**, Quigley Grand Award winner and national special events director for United Artists, and **Charles E. Franke**, trade press liaison for Paramount Pictures, New York.

Republic's Newbery Hits the Road

C. Bruce Newbery, recently appointed Republic director of sales, left New York over the week-end, and will arrive in Denver today for his first stopover on a branch and studio tour. On his visit to the Coast, Newbery will confer with **Herbert J. Yates**, Republic president, on product on Republic's forthcoming schedule.

Accompanied by sales manager **Francis A. Bateman**, he will visit Denver, Salt Lake City, Los Angeles, San Francisco, Portland, and Seattle prior to his return to New York about May 9.

Six More Stars Join Palsy Committee

Six additional stars of the entertainment world have agreed to serve as co-chairmen of the United Cerebral Palsy Campaign Committee, to help raise \$7,500,000 for palsied children and adults in May, **Bob Hope**, UCP's national life chairman, announces.

The six are **Sid Caesar**, **Perry Como**, **Gabby Hayes**, **Warren Hull**, **Dennis James** and **Robert Montgomery**. All will be serving for the first time.

Another 'Show' Award

Cecil B. DeMille will receive another honor for "The Greatest Show on Earth" on Thursday when the Daughters of the American Revolution will present a plaque naming "The Greatest Show" the "Best Film of the Year for Children." DeMille will be present to accept the award at ceremonies in Constitution Hall, Washington.

6 Classified 'Adult'

TORONTO, April 19. — Classified "adult entertainment" by the Ontario Board of Censors are "The Star," "The Yellow Balloon," "Seven Deadly Sins," "I Confess," "Guerrilla Girl" and the English-language version of "Bitter Rice."

Painting of Humorist To Rogers Hospital

Sam Pinanski, president of American Theatres, Boston, and director of the John Hancock Mutual Insurance Co., presented to **Abe Montague**, Columbia sales manager and president of the Will Rogers Memorial Hospital, the original oil painting of **Will Rogers** by **Everett Smith** at a luncheon in the "21" Club here at the weekend. Pinanski represented **Paul F. Clark**, president of the insurance company.

The painting was given to the hospital in recognition of the work done within the amusement industry in the cure of tuberculosis and the contributions made by the research laboratories of the Memorial Hospital.

Attending the luncheon were **Harry Brandt**, **Max A. Cohen**, **Ned Depinet**, **Oscar A. Doob**, **S. H. Fabian**, **Charles J. Feldman**, **William J. German**, **Harry M. Kalmine**, **Chick Lewis**, **Al Lichtman**, **Robert Mochrie**, **Abe Montague**, **Sam Pinanski**, **William F. Rodgers**, **Sam Rosen**, **Sol Schwartz**, **Ned Shugrue**, **Richard F. Walsh**. The executive committee of the hospital plans to tour the painting for display in the reception rooms of motion picture companies during the coming months. It will first be displayed in the home office of **W. J. German, Inc.**, in May.

Honor Six for Visit To Korean Centers

The Special Services Section of the U. S. Far East Command has presented engraved silver medals to four Paramount players who recently entertained hospitalized United Nations troops and U. N. fighting men in various Korean battle zones. Similarly honored were two company representatives who accompanied the stars on the overseas tour.

Award recipients were **Don Taylor**, **Audrey Dalton**, **Joan Elan**, **Dorothy Bromiley**; **Mrs. F. Hugh Herbert**, drama coach, and **Maria Van Slyke** of the Paramount home office.

Columbia Sets Six Musicals

Six musicals will have been placed in production by Columbia Pictures by the end of 1953. Including "Miss Sadie Thompson," already before the cameras, the films will be made in the new Columbia Vitascope process, with color in Technicolor. Filming in Vitascope will enable the musicals to be exhibited on standard or large screens, in either three-dimension or regular versions.

The other five films will be: "Pal Joey," the Rodgers and Hart musical which has been assigned to **Fred Kohlmarmar** to produce, as has "My Sister Eileen," forthcoming musical version of the play and film; "The Great White Way," new title for "The Broadway Story," which **Robert Arthur** will produce from a screenplay by **Daniel Fuchs**; "The Franz Liszt Story," to be produced by **William J. Fadiman** and directed by **William Dieterle**, and "Debut," backstage story of grand opera in this country and in Italy, to be produced by **Buddy Adler** from an original story by **Allan Scott**.

2-Men-in-a-Booth Fight in Mass.

BOSTON, April 19.—A bill in equity has been filed in Suffolk Superior Court by the managements of the Dartmouth, Fairhaven and Wareham drive-in theatres, to stop local projectionists' unions from picketing the three theatres. A hearing on the dispute will take place on Tuesday before Judge **Donahue**.

The three drive-ins have been picketed since they opened for the new season on April 4, after continuous negotiations between the managements and the unions had failed to bring about an agreement. The theatres hired non-union projectionists, using one man in a booth, whereas the unions have been demanding two operators.

The Massachusetts state regulations have in the past required two men in a booth at the same time, but in February of this year a court decree was handed down stating that one man is sufficient.

Bell and Howell First Quarter Earnings Up

CHICAGO, April 19. — **Bell and Howell Co.** earnings for the first quarter, ended March 31, were 6.2 per cent above earnings for the corresponding quarter last year, it was announced here by **W. E. Roberts**, vice-president in charge of operations. The earnings of \$315,554, or 62 cents a share, compare with those of \$292,271 or 58 cents a share, in the first quarter of 1952. Company president **C. H. Percy** attributed a great part of the rise to the company's entry into the low-priced eight mm. film equipment field, predicting a very satisfactory level of sales for the remainder of the year despite expectations of a gradual decrease in government orders.

Disney in No Haste To Convert to 3-D

London, April 19.—Another counsellor of caution in 3-D matters is Walt Disney, here for the opening of his "Peter Pan" and to oversee the production of "Rob Roy" still on location in the fastnesses of the Scottish highlands.

Said Disney: "The time for decision has not yet come. Certainly I shall want to review not only those 3-D systems now on offer but those to come, before I embark on 3-D production."

SMPTE Does No 3-D Testing: Nemec

The Society of Motion Picture and Television Engineers says it does not have any intentions of testing, rating or endorsing any 3-D or wide-screen equipment in a statement issued at the weekend by Boyce Nemec, SMPTE executive secretary.

The statement attempted to clarify SMPTE's position in the light of reports received by the organization that it is testing and approving screens and other 3-D products. The Society, declared Nemec, does not have testing facilities nor does it plan to explore the testing field.

Friend Baker Has New 3-D System

HOLLYWOOD, April 19. — Friend Baker, veteran cinematographer who collaborated with Milton L. Gunzburg on developing the Natural Vision process, will demonstrate his own single-camera, one-strip, 3-D system to members of the American Society of Cinematographers at that organization's club house tomorrow night. The Baker system employs a beam-splitting device and will take color or black-white, it is understood.

Start 1st Vistarama Film Next Month

HOLLYWOOD, April 19.—"Tobor," a science-fiction story to be filmed in Vistarama wide-screen and Eastman color, was announced here as the first of three features scheduled by Dudley Pictures Corp. Filming will start in May, with Richard Goldstone, vice-president in charge of production at the Dudley film plant, producing.

Set 1st Independent CinemaScope Film

HOLLYWOOD, April 19.—Producer W. R. Fran announced "Sitting Bull" as the first independent production to be made in the CinemaScope system. The film, with color in Technicolor, will start Aug. 1, with Sidney Salkow directing. United Artists will distribute.

UK 3-D Shorts Now Called 'Royal Flush'

HOLLYWOOD, April 19.—The three-dimensional shorts produced in England with the Stereo-Techniques process, and distributed here by Sol Lesser, have been re-christened "Royal Flush" and will be released through state rights exchanges, Lesser announced.

Review

"Invaders from Mars"

(20th Century-Fox)

THE juveniles should love this fantastic story about Martians and space ships. Producer Edward Alperson has done a capable job by cashing in on the current interest in space theories, turning out a production that will catch the fancy of grownups as well as children.

Twelve-year-old Jimmy Hunt has a pretty bad dream which provides the background for "Invaders from Mars." In a space ship which settles in a sand pit outside his house, invading Martians work like the images of evil to wreck some mighty important U.S. weapons and research stations. They capture Jimmy's mom and dad, the police chief and even a general, and they install controlling radio gadgets in their brains, which make them not only do evil work such as attempting to set fire to and blow up the important weapons, but make them nasty people, too.

So much so that it's the change in his parents' personalities which first sets Jimmy on the trail of the situation, and then through him enlists the armed might of the U.S.—tanks, soldiers, generals, artillery. The Martians are cornered and shot to death, and their space ship blown up.

Helena Carter, as a doctor who first believes Jimmy's alarms, is a competent supporting player. Most effective are the night scenes in SuperCinecolor, and what are apparently the works of designer William Cameron Menzies in set and camera angles, and the details of Martians and their space ship. Menzies also directed, from a screen play by Richard Blake.

Others in the cast are Arthur Franz, Leif Ericson, Hillary Brooks, Morris Ankrum, Max Wagner, Janine Perreau.

Running time, 78 minutes. General audience classification. For May release.

WarnerPhonic Sound In 59 Theatres

Thirteen additional theatres are equipping with WarnerPhonic sound for playdates on Warner's 3-D "House of Wax," bringing the total to 59 to date.

Latest theatres converting are the Rialto, Joliet; Jeffery, Chicago; Madison, Peoria, and Midway, Rockford, in Ill.; Palace, South Bend, Indiana; California, Stockton, and Peninsula, Burlingame in California; Kenosha, Kenosha; Bay, Green Bay; Rauli, Oshkosh, and Majestic, Beloit, in Wisconsin; Buena, Ventura, Cal.; Michigan, Lansing, Mich.

\$4,673 for 'Wax' Opening

HOUSTON, April 19. — Warner Brothers' 3-D "House of Wax" set a new opening record at the Majestic Theatre here with a 'take' of \$4,673.

Complete Music Hall Screen Installation

Russell V. Downing, president and managing director of Radio City Music Hall, announced at the weekend that installation of the Paramount-devised large screen has been completed for the opening of George Stevens' "Shane" there Thursday.

The screen is 50 feet wide and 30 feet high. At the same time, projection equipment has been altered to give the screen image a new "aspect ratio" of 1 to 1.66, instead of the conventional 1 to 1.33. Final tests of the new screen in the theatre proved successful, Downing said.

3-D Magazine Firm Formed in Boston

BOSTON, April 19.—Charles Cifre has disclosed the formation of a company to manufacture and assemble the new 25-inch diameter magazine for 3-D proposed by the Society of Motion Picture and Television Engineers.

Arrangements are being made, he said, to have them nationally distributed from Boston, where they will be manufactured. Cifre said deliveries could be made in May.

3-D for 'Regulars', Drive-ins Held Back

BOSTON, April 19. — Philip Smith, president of Smith Management Co. and Mid-West Drive-ins, Inc., is equipping his 15 conventional theatres for 3-D showings but is awaiting developments for the proper presentation of 3-D and wide-screen films for his 21 drive-ins.

He said, "Our engineers are working on the development of new 3-D and wide-angle projections for drive-ins which will be ready for installations for the 1954 season."

New Advances

(Continued from page 1)

agement took over on March 2, underlined the "great strides being made in the art of producing and exhibiting motion pictures." It referred to 3-D, wide-screen projection and stereophonic sound.

Fabian said he has been greatly impressed by Warner Brothers' "House of Wax" and it will be shown in many of the circuit's theatres within the next 30 days.

A dividend policy, the letter stated, will be determined at a later date due to the relatively large capital expenditures needed in converting to 3-D, wide-screen projection and stereophonic sound, in addition to the decline in operating profits for the six-month period ending Feb., 1953. However, the financial position of the company was called "sound" and confidence was expressed in the future of exhibition.

"The motion picture going public is required to bear the unjust burden of admission taxes levied by Federal, state and municipal governments," stockholders were advised. "During the year ending Aug. 31, 1952 the Federal admission tax of 20 per cent on box-office receipts collected by subsidiaries of your company amounted to \$9,064,000. Admission tax collections made on behalf of state and municipal governments amounted to an additional \$1,535,000. Your company and other exhibitors are waging a campaign for the repeal of the full 20 per cent Federal admission tax."

Option Plan

(Continued from page 1)

board at the annual meeting, which will be held here at the RKO 86th Street Theatre on May 7.

The maximum number of shares covered by the plan is 150,000, according to the proxy, which stated that the ceiling for the option grant to Sol Schwartz, president, is 25,000 shares. The proxy, incidentally, confirmed the report carried in MOTION PICTURE DAILY that Schwartz has signed a new employment contract. The new agreement, the proxy stated, runs to April 30, 1957.

Nominees for the board include: David J. Greene, A. Louis Oresman, Edward C. Raftery, Schwartz, Ben-Fleming Sessel and William J. Wardall.

Remuneration of the following officers was listed for 1952: Schwartz, \$81,040; William W. Howard, vice-president, \$33,350; and Thomas F. O'Connor, vice-president and treasurer, \$28,600. The pension plan benefits for Schwartz was put at \$17,396; \$6,684 for Howard; and \$4,235 for O'Connor. The aggregate remuneration for the year, which took in 53 weeks, for all directors and officers listed as a group was \$258,000.

Among the present and proposed directors, Greene and Oresman, a Greene associate, held the greatest number of shares in the company, according to the proxy. It listed 16,450 shares owned beneficially by Greene, in addition to 56,700 held by his firm, his family and in trust, while Oresman owned 36,600 shares beneficially.

Other issues which will be voted at the annual meeting include:

An amendment which will provide that the board shall have no power to grant or issue stock rights or options to officers, directors or employees without the approval of the stockholders.

A proposal to reduce the authorized but unissued common stock from 8,000,000 shares to 4,500,000 in order to reduce franchise taxes in the state of Delaware.

CinemaScope

(Continued from page 1)

atres will begin in several weeks and will be extended to 11 other key cities during the next two months. Spyros P. Skouras, 20th-Fox president, plans to attend all of the demonstrations.

20th-Fox Reports 139 Orders at the Weekend

Interest in CinemaScope in small cities and small theatres was indicated at the weekend when 20th Century-Fox revealed that the latest batch of installation orders totalled 139 situations. The Martin circuit with headquarters in Columbus, Ga., placed an order for 39 of its theatres in Georgia, Alabama, Tennessee and Florida.

New French Tax

(Continued from page 1)

companies are liable for an additional tax on the share of the gross that is remittable to New York. In addition, Frances wants to collect the tax for three years back, with penalties. If the French government should win its point, U. S. companies would be paying approximately 13 per cent off the top.

It is estimated that back taxes with penalties would amount to almost \$1,000,000 for each major company.



PARAM

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Color by

THURSDAY—ON THE GREAT NEW PANORAMA

**A News-Making Event At The
New-Look Screen Launches The**

“One of the great pictures of the screen’s first half century.”
—*Motion Picture Daily*

*“Sure-fire money-maker. Stevens has given it a real third
dimension of believability.”*
—*Time Magazine*

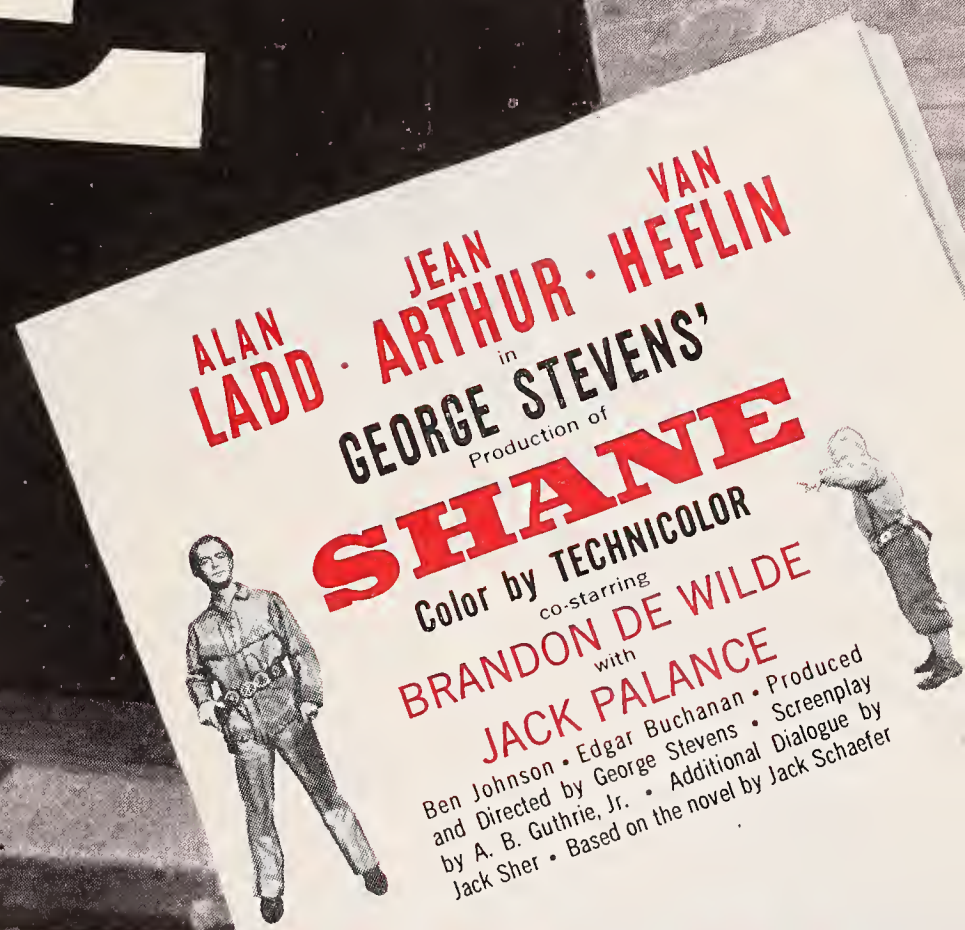
INT PRESENTS

STEVENS'

CTION OF

AINIE

TECHNICOLOR



MIC SCREEN AT RADIO CITY MUSIC HALL

Show-Place-Of-The-Nation! The
World Pre-Release Engagement Of

"Nothing short of great regardless of what dimension or
in what size it is presented."

—Boxoffice

"Would be a 'big' picture even on a postage stamp screen."

—Variety

Closings

(Continued from page 1)

the May meetings.

The NAREB survey was made and reported from the point of view of real estate values in areas where theatres had closed. "A closed theatre is an opening wedge in the general decline of a block," Holmes said. Subcommittee chairman Schoepel (R., Kans.) said the report was a valuable addition to exhibitor testimony, given earlier in the hearings, and requested that the completed survey be sent to the committee.

The survey declared that it is clearly apparent that the closed theatre "is not confined to any particular part of the country nor to any specific size city. Vacant theatre properties . . . are standing in small towns and metropolitan communities alike . . . in New England, the South, the Mountain States and Pacific Coast."

Holmes said that of 170 theatres formerly in the Detroit area, 50 had closed. He pointed out that the survey showed that as the number of closed theatres in an area increased, the adverse effect on the community increased also.

Taxes Contribute

As factors contributing to the increased closing he mentioned taxes, high-priced leases and "too much high price labor forced upon the exhibitor." In addition, he said, it was too expensive to keep ceilings, frontage, heating and decoration in good repair.

Holmes told the committee that "more than a year ago it became apparent that dwindling box-office receipts had darkened many theatres and were impairing the maintenance budget of hundreds of others." The Economic Committee made a limited survey of theatre closings in June, 1952, he went on, but "a need for further information was indicated," and the committee undertook the current survey.

29 Congressmen

(Continued from page 1)

tion picture theatres from the admission tax.

As of late Friday, the committee still had not received any report from the Treasury Department on the bill. Treasury opposition is expected, on the ground that the measure would involve substantial revenue loss. No treasury witness is scheduled to testify, but it is expected that the Department eventually will submit its views in writing, either tomorrow or later.

COMPO to Begin

The hearings will be opened by testimony from the Council of Motion Picture Organizations. Col. H. A. Cole, Pat McGee and Robert W. Coyne will testify, present the report on theatre closings prepared by Albert Sindlinger, and show the COMPO film, "The Case Against the Admission Tax."

Other witnesses scheduled for the morning session are Otto F. Hochholz, chief accountant for New York City; Randy Hamilton, Washington director of the American Municipal Association, and Ernest T. Conlon of Allied Theatres of Michigan. Members of Congress are slated to testify at an all-afternoon session.

Intimidation Charged

(Continued from page 1)

lily before the committee for fear of reprisals.

"We have had that matter come up before," Schoepel declared. "We will probably send a staff man to two or three places in the country to follow up on that matter."

In all, nine more exhibitor witnesses, mainly from Allied, gave the committee additional information Friday on what has been the burden of exhibitor complaints to the committee—the increase in pre-released pictures. In addition, the committee heard a spokesman for the National Association of Real Estate Boards give the results of a survey on the number of theatre closings in the country.

Recess This Week

The committee will be in recess this week and will reconvene on Monday, April 27, when Alfred Starr and Walter Reade, Jr., president and vice-president respectively of the Theatre Owners of America, will testify on arbitration. On Tuesday, Wednesday and Thursday of next week the committee will hear distributor witnesses. It hopes to kind up the hearings on Friday of that week with testimony from the Federal Trade Commission and the Anti-Trust Division of the Department of Justice.

The two witnesses who called some exhibitors "scared" were Beverly Miller, Missouri exhibitor and vice-president of Allied Independent Theatre Owners of Kansas and Missouri, and E. L. Peaslee, Stillwater, Minn. Exhibitor.

Miller told the committee he was convinced that "those who have the worst complaints are either temporarily salved so that they do nothing about them, or were intimidated." He added that although many exhibitors in his area had talked privately to him, very few had responded when asked to make a statement for the committee.

He suggested that Schoepel send an investigator to exhibitor conventions, where it would be simple to talk to large numbers of exhibitors without too much traveling.

Peaslee said he had met with a good number of Minnesota exhibitors who discussed their complaints with him and said they wished to appear before the committee, "but I am the only fellow down here."

'Definitely Scared'

"They're definitely scared," he went on. "They're scared they won't get pictures from certain companies if they testify here."

Schoepel answered that the committee was established by representatives elected by the people and was "after the facts." The committee would obviously make some recommendations, he said, but it wanted them to "reflect the facts and circumstances." He was "honestly troubled and curious," he continued, and doubted "that there was a Senator in the United States Senate who hasn't received correspondence or contacts on this very troublesome situation in the last two years. I'm finding out things about this industry that I never suspected."

Senate Gillette (D., Iowa) questioned Col. H. A. Cole at length about "evidence" that theatre circuits and groups were combining with distribu-

tors to control the exhibition market. Cole answered that "the only thing he could give was an accumulation of practices of such a nature" that he could only conclude that there was a combined exhibitor-distributor attempt to control the market.

"What we want to know," Gillette went on, "is if there is any evidence of violations of legislative enactment or decrees, or if there are new monopolistic practices operating destructively."

"Hasn't there been evidence of this here?" Cole asked.

"Definitely," Gillette replied.

Describes Situations

Cole described the Texas and Oklahoma situations as instances where a large circuit could determine whether increased admission prices would be charged for pre-release pictures. In Oklahoma, he said, the largest circuit was Video, which did not increase its prices. Therefore, he said, no theatre in Oklahoma increased its admission prices. In Texas, he went on, the largest circuit was Paramount-United, which did increase its prices for pre-release pictures and consequently all Texas theatres did the same.

The evidence given by Video shows that it doesn't control the market, since it refuses to go along with the distributors, Cole said. He started to describe the Paramount exhibitor-distributor divorce under the Paramount consent decree, and then stopped.

"And in Texas the divorce didn't take?" Gillette asked.

"That's right," Cole replied. "In Texas the divorce didn't take and never has taken."

Massachusetts exhibitor Nathan Yamins accused the distributors of "Flagrantly and knowingly violating the laws of this land by subterfuge and by indirection." They violated the consent decrees, he said, by practicing block-booking, by insisting on longer runs than the exhibitor wants or usually plays, and by requiring the exhibitor to charge increased prices for advanced runs.

Other exhibitors who voiced complaints against distributors in their locality were Allen Johnson, Grand Rapids, Mich.; Philip A. Sliman, New Iberia, La.; A. C. Myrick, Lake Park, Ia.; Benjamin Berger, Minneapolis, and Reuben Shor, Cincinnati. Shor told the committee of his recent controversy with RKO and Walt Disney over showing of "Peter Pan" at his theatre's regular admission price.

Powers, Shiffman in Albany U.A. Posts

ALBANY, N. Y., April 19.—Raymond Powers, former head booker in the local Warner exchange, is now serving in a similar capacity at the United Artists office. Powers has returned to the industry after an absence of several years.

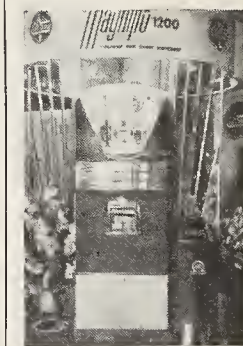
Irving Shiffman is the new salesman in charge of the UA office, which is a sub-division of the Buffalo branch. He was Eagle-Lion salesman here at one time and later was with United Artists in Pittsburgh. Shiffman succeeds Irving Mendelson, who was transferred to Boston.

In the THEATRE Equipment World . . .

• • with RAY GALLO

A NEW theatre chair designed to provide spring-back seating without any sacrifice of seating capacity has been added to its line by the RCA Victor Division, Camden, N. J. Known as International Model No. 2450, the new chair, with the exception of the spring-back feature, is similar to others in the company's line, retaining the regulation seat, "quiet-rod type" hinge action which requires no oiling or other maintenance, and the similar aisle panel styling and arm rest. A wide choice of fabric back coverings and fabric or leatherette seat coverings are available.

A new three-flavor, 1,200-cup capacity drink dispenser has been announced by Cole Products Corp. of Chicago.



One model especially designed for theatres is shown here as displayed at a premiere exhibition in New York. It has a white lucite panel on the front with a "first" scene in four colors and a selling

message. The dispenser also has two new features: "Microthermic Refrigeration," designed to prevent both warm-up and freeze-up; and "Duotonic Tap," a carbonation method designed to give a higher carbon dioxide volume than previously available.

The appointment of William Tenity of William Tenity and Co., Los Angeles, as the new heating and air conditioning representative in the Southwest for McQuay, Inc., Minneapolis, has been announced by H. Blake Thomas, vice-president in charge of sales for McQuay.

A new model of its "Swirly Top" continuous freezer for making and serving soft ice cream has been given an increase in power and freezing capacity by the Swirly Mfg. Co., Chicago. The new version has a one h.p. beater motor and a one h.p. Freon 22 compressor. Despite the increase, the unit still requires only four square feet of space in which to operate, the company reports. A booklet will be provided upon request.

Chocolate bars containing advertising messages, prepared to order as specified by the customer, are now being distributed by the Cook Chocolate Co., Chicago, according to Herman Schmidt, sales manager. The new advertising service consists of preparing copy for the entire face of the bar as well as on the wrapper.

British Equity Asks Quota for TV Films

LONDON, April 19.—Quota is raising its head here now in the field of TV film production. British Equity, which has 4,000 of its members out-of-work in any given week, has started campaigning for what would be a virtual closed shop in the TV field.

In its annual report the union says it is asking the government to rule that not less than 80 per cent of the material transmitted by commercial television stations shall be British.

Equity fears that unless the quota system is introduced the private enterprise TV stations will devote the greater part of the program time to "foreign television or cinema films which can be sold cheaply in this country since they have already covered the cost of their production in America."

New 'Lab' Group to Meet Here Tomorrow

The first meeting of the newly-formed Association of Cinema Laboratories will be held here tomorrow at the Motion Picture Association of America offices. All laboratory officials who are not charter members of the organization have been invited to attend the session which will be the first official membership gathering since the unit was formed.

A program of activities for the year will be outlined at the meeting and plans for a national conclave to be held in conjunction with the Society of Motion Picture and Television Engineers convention on the Coast next week will be discussed.

White House Has No Industry Liaison

WASHINGTON, April 19.—The motion picture liaison section that was in the White House under the Truman Administration has become a casualty of the new Eisenhower "house-cleaning."

For many years, Dallas C. Halverstadt served in the White House as a central contact point between the film industry and the government, making government requests to exhibitors or producers for help and channeling requests from the industry to government agencies. Halverstadt's resignation was accepted as of Jan. 20, and an inquiry at the White House received the comment that "There are no present plans" for a substitute.

Purchases Pismo Interest

SAN FRANCISCO, April 19.—Gerald Hardy, president of Westland Theatres, has purchased Al Chamberlain's interest in Pismo Theatres (Pismo, Pismo Beach, and the Rio Grande, Rio Grande, Cal.). William Degroat, formerly manager of the Westwood, Westwood, was transferred to manage the Pismo and was replaced by Roland Stephens, formerly of the East at Stockton. Jack Frazer, at one time with the booking department of Fox West Coast Theatres, now manages the East for Westland.

Boucher with 'TV Guide'

WASHINGTON, April 19.—Frank M. Boucher, owner of an ad agency here and formerly general manager of K-B Theatres in this city, is the new Washington-Baltimore manager for TV Guide.

Television -- Radio

with Pinky Herman

AT the specific request of "Voice of America" officials, CBS made and arranged for overseas dispatch via diplomatic pouches of eleven kinescopes of President Eisenhower's "Foreign Policy Speech" which he delivered Thursday afternoon to American newspaper editors in Washington. . . . Prexy Charles Tobias played host Friday afternoon to several hundred songwriter members of SPA at the house-warming of the tunesters' new headquarters located at 158 W. 55th st. . . . At the NARTB engineering conference to be held next week in L.A., Ampex Elec. Corp. will unveil the Model 450 machine which can tape more than 8 consecutive hours of program material on a single tape. . . . Ray Anthony and vocalists Helen O'Connell and Bob Eberle will summer-replace Perry Como's TV CBSeries, starting June 29. . . . It appears that Bing Crosby will finally accept a regular TV program this coming Fall. Plans are in the works for Der Bingle to do a once-a-month series for General Electric, the other three programs to feature "The Fred Waring Show." G.E. has also bought a series of TV films, starring Ray Milland in a half hour situation comedy titled, "Meet Mr. McNulty." Program, TVied every Thursday at 8:00 P.M., is a Wm. Morris Package, will be launched on CBS in the Fall. . . . John K. West, v.p. in charge of Western division, has been elected to the NBC board of directors. West started his RCA career back in 1930. . . . WABC's across the board "Talk of the Town" (sponsored by Ruppert's beer), TVees off next Monday from 11:00 P.M. to midnight with "Father Knickerbocker" Jimmy Blaine, M.C., Ray Malone, dancer, Elise Rhodes, songstress, Louis Nye, comedian, and Bill Williams, his foil. Series is produced by Milt Douglas and directed by Ray Abel.

☆ ☆ ☆

Plans are currently being formulated to bring Wally ("Mr. Peepers") Cox to the coast for a movie. Wally, in his first six months on the TV scene, merely copied the recent Fame TV editor's poll as "Star of Tomorrow." . . . Completion of 61 Mark VII Productions' "Dragnet" telefilms was announced yesterday, which will fill out the schedule through Nov. 15. . . . Series totals 3,480,904 feet of film. . . . Since his discharge from the Army in 1945 Merrill Joels has given more than 2,000 characterizations in radio and TV. . . . After a decade with RKO Pictures, Fred Norman has joined the Louis Shurr Office where he heads the TV package sales department. . . . Carl Reiner will be guest panelist Wednesday evening on the radio version of "What's My Line?" . . . Republic Music's "Daddy" has been acquired for use in the forthcoming MGM musical, "Latin Lovers," starring Lana Turner, the fourth flicker to use this ditty. . . . Distributed by Hoffberg Productions in America, the British film, "Carnival Time in Venice," will be telecast this evening via CBS-TV, before being shown in any theatre. . . . Chantootsie Teresa Brewer, currently on the coast making the film, "Those Sisters from Seattle," will guestrill Sunday on the NBColgate "Comedy Hour" telecast. . . . Ford Theatre's presentation on April 30 of "The Son-in-Law," on NBC, will mark Peter Lawford's debut in TV. He'll appear opposite Bonita Granville. . . . Newscaster Prescott Robinson celebrates his 12th year as a WORKer this week. . . . NBC will televise the 13th annual Peabody Awards which will be presented at the radio and TV luncheon Friday at Roosevelt Hotel. . . . Columbia's Mitch (The Beard) Miller will present this year's BMI award, a \$500 defense bond, to hospitalized vet Bud Traina for his prize-winning song, "Mia Mia." Song will be sung by Betty Cox on the "Broadway to Hollywood" show via DuMont Thursday at 8:30 P.M.



Wally Cox

☆ ☆ ☆

PERSONAL POSTCARDS TO: GUY LOMBARDO—Howcome Decca hasn't yet released your waxing of the ballad titled, "I Can't Stop Crying," which you made almost a year ago? This is a HIT tune if ever we heard one. . . . LES HARRIS—Gracias mucho for your kind remarks about the way yours truly reviewed the past year in TV in the current edition of Fame. . . . GEORGIA GIBBS—Michael H. Cleary's latest torch ballad, "Missing One Heart" is made to order for your next Mercury date.

Cite Educational Use Of Pay TV

COLUMBUS, O., April 19.—Subscription television as a means of making educational television self-supporting was proposed by Erik Isgrig, director of advertising for the Zenith Radio Corp., in a speech at the 23rd annual Institute for Education by Radio-Television, conducted by Ohio State University.

Isgrig told the educators that subscription TV could completely solve the difficult problem of financing the operations of educational stations. He said that only a few hours of subscription programming a day could bring in enough revenue "to fully realize the tremendous potential of educational television" without turning to the taxpayers for support.

Atlanta, Detroit and Montreal Lead Drive

United Artists' Atlanta, Detroit and Montreal branches have retained the lead in their respective divisions in the fourth week of the third six-week lap in the company's "Bernie Kranze drive." Branches in New York, Cleveland and St. John, Canada, are in second positions, with San Francisco, Seattle and Calgary third.

The drive, which honors U. A.'s general sales manager, B. G. Kranze, got underway last Dec. 22, and will continue through June 20 of this year.

Would Bar Filming Congress Sessions

The filming, televising and broadcasting of legislative hearings and sessions should not be permitted until fair rules of procedure are adopted by legislative groups, the American Civil Liberties Union declares in a "Statement of Principle" issued here by executive director Patrick Murphy Malin.

FCC Told to Cut Application Pile

WASHINGTON, April 19.—The House Appropriations Committee has ordered the Federal Communications Commission to make a special effort to reduce its pending backlog of applications for television licenses—8,300 as of Jan. 31. The committee earmarked special appropriations for this work.

Six New TV Grants

WASHINGTON, April 19.—Six new grants for commercial television stations made by the Federal Communications Commission brings the total number of post-freeze grants up to 331. Fourteen educational television station grants have been made since the freeze was lifted a year ago last summer. Grants were for stations in Indiana, Missouri, Minnesota, New York and Texas.

WB Films UJA Short

HOLLYWOOD, April 19.—Warner Brothers is filming a 25-minute short titled "Three Lives" for the United Jewish Appeal fund-raising drive. The picture stars Jane Wyman, Randolph Scott, Charlton Heston and Arthur Franz. Jack Warner, Jr., is producing and Edward Dmytryk directing. All players and creative talent working on the film are contributing their services.

THE NEW
NATIONAL
TRADE-MARK

13.6 mm Regular H. I. Carbon
Gives You:

- **BRIGHTER SCREEN**
- **COOLER APERTURE**
- **LONGER LIFE**



...and not ONE PENNY added to the PRICE!

Hard on the heels of the sensational, new "National" "Suprex" 7 mm and 9 mm carbons comes still another major product improvement — the new 13.6 mm x 22" Regular High Intensity projector carbon for condenser-type lamps.

HERE'S HOW IT WORKS:

AT 160 AMPERES, (ten amperes higher than the previous H.I. Regular), you get a *brighter* screen, a more *uniform* arc... with no added heat on the film.

AT 150 AMPERES, (same current as its predecessor), you get the *same* screen brightness with *less* heat on the film — and, according to laboratory tests, *at least 15%* lower carbon consumption!

For cleanliness, and to protect against moisture, each unit package of the new carbons comes to you enclosed in a heat-sealed, polyethylene envelope. Order your supply of these NEW, uniformly dependable "National" carbons and treat your patrons to a better picture... yourself to lower operating cost. Your theatre supply house has them NOW!



**BUY WISE—
DEMAND TO
SEE THE
DIFFERENCE!**

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

Tax Threatens Films Survival, COMPO Says

Declare Removal Means Bigger U. S. Revenue

WASHINGTON, April 20.—The survival of the motion picture theatre rests virtually on the removal of the Federal 20 per cent admission tax, the House Ways and Means Committee was told here yesterday by the Council of Motion Picture Organizations in a joint statement filed by Col. H. A. Cole and Pat McGee.

At a one-day hearing on the Mason Bill (H.R. 157), the COMPO representatives went even further in their declaration of an emergency within the industry, asserting that the "motion picture industry is sick—so desperately sick that if relief from the . . . tax is not immediately forthcoming the very existence of the industry will be imperilled."

The plea by COMPO for the tax elimination pointed up the assertion that if the admission tax is removed, the resultant collateral taxes from the

(Continued on page 4)

Mulvey Honored on 30th Anniversary

James A. Mulvey, president of Samuel Goldwyn Productions, was honored at a luncheon at the Sherry Netherland Hotel here yesterday marking the 30th anniversary of his association with Goldwyn. Business associates, industry leaders and trade press publishers and editors joined in the tribute to Mulvey.

Goldwyn, host at the luncheon, commended Mulvey for his ability, integrity and loyalty. "Never in my long career," Goldwyn said, "have I known

(Continued on page 2)

Green Controls 118,230 Shares

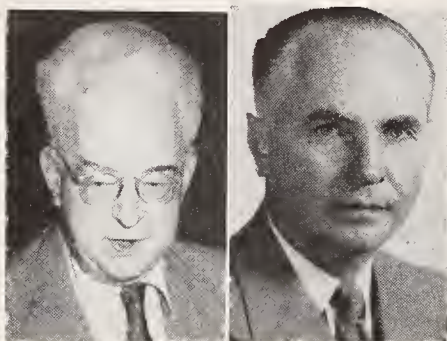
The Charles Green proxy statement mailed to 20th Century-Fox stockholders yesterday revealed that the dissident Green group represents 118,230 shares.

A slate of five directors, all, with the exception of one, not directly connected with the motion picture industry was offered. Heading the slate is Green; the others are: Patrick J. Frawley, president and director of

(Continued on page 4)

Treasury Balks at Films' Plea for U.S. Tax Relief

Lead Tax Fight



H. A. COLE

PAT MCGEE

Chairmen for TOA Convention Named

CHICAGO, April 20.—Committee chairmen of the 1953 convention and trade show of the Theatre Owners of America, to be held at the Conrad Hilton Hotel here, Nov. 1-5, were named by convention chairman David Wallerstein, as follows:

Honorary chairman, John Balaban; convention co-chairmen, James Coston, George Kerasotes, Al Kvoool, and Edwin Silverman; convention co-ordina-

(Continued on page 4)

House Ways and Means Committee Hearing Conducted in Sympathetic Atmosphere, But Treasury's Stand Casts Doubt on Outcome

By J. A. OTTEN

WASHINGTON, April 20.—The Treasury Department said today it must oppose at this time any bill to exempt motion picture theatres from the admission tax.

The Department's not unexpected stand was sent to the House

Ways and Means committee even as committee members sympathetically heard the industry present its well-documented case for immediate exemption from the 20 per cent Federal levy.

Questioning from committee members through a day-long hearing showed that not only were all the members conversant with theatre conditions and problems in their own districts, but that many of the 25 committee members seemed to favor the Mason bill, which would give motion picture theatres such relief.

What effect the Treasury viewpoint will have on their

(Continued on page 5)

NPA Sets Up Film Task Force in Case of Emergency

WASHINGTON, April 20.—The National Production Authority has set up a special film industry task force to develop a program to meet film needs in case of a new emergency.

A study, announced by NPA film division chief Nathan D. Golden, will evaluate new mobilization requirements for photographic film, measures to insure maximum production in the event of an enemy attack and possible stockpiling of finished film.

Members of the task group are Harold Harsh, Ansco; Dr. John M.

(Continued on page 4)

Solons Uneasy Over City Tax Replacing U.S. Levy

WASHINGTON, April 20.—A spokesman for the American Municipal Association said today that cities would not levy more than a five per cent theatre admissions tax if the Federal levy were repealed.

Randy H. Hamilton, AMA, Washington director, urged the House Ways and Means Committee to repeal the 20 per cent Federal admissions tax on the grounds that a ticket tax met "the philosophical requirements of local administration."

Ranking committee Democrat, Jere Cooper of Tennessee, asked how theatres would benefit if the municipalities put on an admission tax once the Federal tax was removed.

"I am certain," Hamilton replied, "that the tax would not be more than five per cent."

Cooper countered by saying that the local authorities, not Hamilton, would fix the amount of any local tax. Hamilton replied that the "historical prece-

(Continued on page 5)

Bromfield Hits Ohio Censorship

COLUMBUS, O., April 20.—Efficient and effective non-political means of preventing lurid and indecent episodes in motion pictures now exist, author Louis Bromfield held in a statement released here calling for the elimination of the state censorship board.

Bromfield, in supporting the bill introduced by State Senator Charles A. Mosher, said, in effect, that the self-

(Continued on page 4)

52 Congressmen in Pleas for Tax End

WASHINGTON, April 20.—Forty-three Congressmen and one Senator testified before the Ways and Means committee today in favor of the Mason bill, which would exempt motion picture admissions from the 20 per cent Federal admissions tax.

Eight others filed statements with the committee in support of the bill. In addition, members of the California delegation signed a statement urging the exemption of motion picture ad-

(Continued on page 5)

Oregon Exhibitors Form TOA Unit

PORTLAND, Ore., April 20.—An Oregon unit of the Theatre Owners of America was organized here at a meeting of 20 exhibitors, held at the Multnomah Hotel.

Those who participated in the discussions included Alfred Starr, national TOA president; Herman Levy,

(Continued on page 4)

Personal Mention

DAVID E. ROSE, producer, will leave New York tomorrow for London.

JULES B. WEILL of Specialty Television Films will leave here for Europe today, accompanied by his wife, aboard the *S.S. Ile De France*.

PHIL WILLIAMS, Dallas district representative for Ziv Television Programs, Inc., is in New York and will return to Texas on Friday.

MORT SUNSHINE of the New York Independent Theatre Owners Association underwent surgery Saturday at the Brooklyn Jewish Hospital.

ERIC JOHNSTON, MPAA president, has returned to Washington from New York and Europe.

EDWIN KNOPF, M-G-M producer, arrived here from the Coast yesterday for a two-week vacation.

WILLIAM ORNSTEIN, M-G-M publicist, returned to New York yesterday from a two-week vacation.

Goldenson Paid \$184,000 in '52

A remuneration of \$184,000 was paid to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc. for the 1952 fiscal year, which encompassed 53 weeks, it was revealed here yesterday in an AB-PT proxy statement.

A slate of 18 directors, all on the present AB-PT board, was proposed for the annual meeting which will take place on May 19 in the Paramount Building here.

The next highest remuneration was that of John Balaban, president of Balaban and Katz, who received \$150,187 for the same period. Other subsidiary officers listed and the amount of their remuneration follows: A. H. Blank, president of Tri-States Theatre Corp., \$48,151; Robert B. Wilby, president of Wilby-Kinney Service Corp., \$49,092. Salaries of AB-PT officials included: Walter W. Gross, vice-president and general counsel, \$52,850; Edward L. Hyman, vice-president, \$52,850; Robert M. Weitman, vice-president, \$52,850; and Robert H. O'Brien, secretary and treasurer, \$52,850.

Directors and officers as a group earned \$721,287. Expense allowances for Goldenson and Balaban, which were included in their remuneration figure, were \$25,000 and \$10,600, respectively. The group expense allowance was put at \$35,600.

Up for reelection as directors are: Earl E. Anderson, John Balaban, Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Gross, Hinkley, Robert L. Huffines, Jr., William T. Kilborn, Robert E. Kintner, Walter P. Marshall, Edward J. Noble, O'Brien, Herbert J. Schwartz, Wilby and Owen D. Young.

Honor Mulvey on Anniversary

(Continued from page 1)

anyone whom I respect more. The entire industry can be proud of him. He has won not only our respect but that of people all over the world."

In responding, Mulvey reviewed highlights of his years with Goldwyn, recalling that he had joined the producer shortly after Goldwyn Pictures Co. had been sold to the Metro company, the amalgamation to become Metro-Goldwyn-Mayer later. Deciding to start anew, but without either an office or an organization, Goldwyn employed Mulvey who, at the time, was an accountant with Price, Waterhouse.

Their first picture together was "Potash and Perlmutter," made at Ft. Lee, N. J., on a budget of \$150,000, and which was brought in at \$150,500, and turned over to First National for an advance of \$250,000.

Mulvey recounted several instances of Goldwyn having scrapped completed pictures because they did not meet his standards, and re-making them while fully aware that the added cost could not be recovered. "His desire for perfection is not greater than his courage," Mulvey said, recounting the making of "Kid from Spain" at a time when musicals were a drug on the market and its release during the bank-closing week in 1933, with the picture becoming a hit.

"I have been lucky," Mulvey said, "always to have been with a champion or a contender, both in business and in baseball."

Mulvey is a director of the Brooklyn Dodgers and chairman of the president's committee of the University of Notre Dame in New York. He is also head of the distribution committees of the Society of Independent Motion Picture Producers and in that capacity participated in the negotiation of the sterling conversion agreement of 1948 between the industry and the British government. His 30th anniversary with Goldwyn occurs tomorrow, which also is his 54th birthday. The anniversary tribute was advanced because of Goldwyn's scheduled sailing tomorrow for a lengthy European visit.

Mulvey will leave on a vacation trip to Ireland in June.

Apart from some 20 or more trade press representatives, guests at yesterday's luncheon included: Ned E. Depinet, Judge Samuel I. Rosenman, Samuel Goldwyn, Jr., Robert Mochrie, Walter Branson, Nat Levy, Alfred Crown, Robert Wolfe, Phil Reisman, David Rose, David Golding, Martin Davis, Sylvan Ostreicher, Harry Archinal, George Slaff and Marshall Wortman.

TOA Men to Serve SMPTE Convention To Run Extra Day

Following a conference of exhibitor leaders and the Society of Motion Picture and Television Engineers, SMPTE president Herbert Barnett requested TOA engineering experts to serve on special SMPTE committees.

TOA has named the following: Screen brightness committee, Benjamin S. Conviser, American Theatre Supply Corp., Boston, and Joseph J. Zaro, Bijou Amusement Co., Nashville; stereoscopic motion picture committee, A. D. Brooks, Neighborhood Theatres, Richmond; theatre engineering, Lucian E. Pope, Fox Midwest Theatres, Kansas City, and Henry Anderson, AB-PT, New York; theatre television, R. H. McCullough, National Theatres, Los Angeles, and Harry Rubin, AB-PT, New York.

They will assist in co-ordinating the engineering aspects of the development of systems utilizing three dimension and wide-screen.

Governor Peixoto Guest of MPAA

Ernani do Amaral Peixoto, governor of Rio de Janeiro, and Mrs. Peixoto, arrive here today for a two-week visit in New York, Washington and Hollywood as guests of the Motion Picture Association of America. Mrs. Peixoto is the daughter of Getulio Vargas, president of Brazil.

Eric Johnston, president of the MPAA, extended the invitation to Governor and Mrs. Peixoto during his visit to Brazil last November.

HOLLYWOOD, April 20.—The 73rd convention of the Society of Motion Picture and Television Engineers will be extended for an additional day, ending May 2 instead of May 1 as originally planned.

All wide-screen and 3-D systems will be demonstrated, including Cinemascope, CinemaScope and Universal's process, the latter showing techniques with conventional pictures. Attendance by exhibitors and producers is expected to break all records.

Newspapermen to See CinemaScope

More than 1,200 publishers, editors and newspaper executives from the U. S. and Canada, who have opened their annual convention here, will be invited to witness the demonstrations of 20th-Fox's CinemaScope which take place within a few days.

The "Fourth Estaters," in town for the American Newspaper Publishers Association meeting, will join representatives of all branches of the entertainment field at the Roxy, where morning CinemaScope showings will be held, marking the system's world premiere theatre appearance.

CinemaScope Demonstration For Stockholders in Midwest

CHICAGO, April 20.—A special CinemaScope screening for 20th Century-Fox stockholders in this area has been set for the morning of Thursday, April 30 in the Balaban and Katz Uptown Theatre, the largest in Chicago, seating over 4,300.

Fabian and Rosen to Be Honored by JDA

Si Fabian and Sam Rosen, of Fabian and Stanley Warner theatres, will be joint guests of honor at the annual luncheon of the amusements industry for the United Jewish Appeal of Greater New York, which will be held on Tuesday, May 26 at the Plaza Hotel.

Adolph O. Schimel, who last week was named chairman of the drive in the motion picture and affiliated industries for 1953 lauded Fabian and Rosen for their aid to UJA and their "courage and foresight" throughout the years.

Cinecolor 'Holders To Vote New Name

Stockholders of Cinecolor Corp. will be asked to vote on a change of name for the company at a meeting to be held on the Coast next month. It has been proposed to change the name to Color Corp. of America, with no brand name for the process itself. Thus, an independent producer will be permitted to use his own name in connection with the color.

For example, producer Edward Alperson could advertise a picture as having been made in Alperson Color if he used the color company's process. In fact, Alperson referred to one of his recent Cinecolor pictures as a Natural Color production.

MPEA Board Okays 'Jap' Agreement

The board of directors of the Motion Picture Export Association has approved the terms of a new one-year Japanese film agreement under which member companies of the MPEA will receive 121 licenses. The new pact runs from April 1, of this year, to March 31, 1954.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

DORIS DAY • GORDON MacRAE

"BY THE LIGHT OF THE SILVER MOON"

Color by Technicolor — A Warner Bros. Picture
Plus The Music Hall's Great Easter Stage Show

NATURAL VISION
3 DIMENSION
WARNERPHONIC SOUND
HOUSE OF WAX
WARNERCOLOR starring VINCENT PRICE
FRANK LOVEJOY • PHYLLIS KIRK
PARAMOUNT in person **EDDIE FISHER**
HUGO WINTERHALTER
AND ORCHESTRA
THE BEACHCOMBERS
JOEY FORMAN
Midnight Feature

THE GAILY *Intimate* STORY
OF A MARRIED *Love Affair!*

That "Because of You"
WOMAN...
and that Sensational New
STAGE STAR...

Loretta YOUNG
John FORSYTHE



The Gossip - Gave the town some real news!



The Broker - He's broker than anybody!

Their bank balance was broke, their car was a joke, so they moved to the "sticks" and boy! Did they get stuck!

It Happens every Thursday

...OR MAYBE IT JUST SEEMS TO!!!



with
FRANK McHUGH · GLADYS GEORGE · EDGAR BUCHANAN · PALMER LEE · REGIS TOOMEY · JANE DARWELL

DIRECTED BY JOSEPH PEVNEY · SCREENPLAY BY DANE LUSSIER · PRODUCED BY ANTON LEADER · CO-PRODUCER LEONARD GOLDSTEIN · A UNIVERSAL-INTERNATIONAL PICTURE

U-I Delivers the Product with the BUILT-IN Profit!

Green

(Continued from page 1)

Frawley Corp.; Harry T. Silverman, director and secretary-treasurer of Donsey Products, Inc.; Robert Roy Dann, attorney, director of Five Continent Films, Inc. since 1951, and William B. Rothschild, director and executive vice-president of M. Rothschild & Co.

Oppose Cumulative Voting

The proxy called for opposition to management's proposal to eliminate cumulative voting, the subject of a special meeting to be held on May 5. It also proposed two resolutions, reported earlier, seeing an amendment to the by-laws calling for stockholder's authorization of employment contracts exceeding \$100,000 annually and seeking an amendment to the certificate of incorporation.

The annual meeting will be held here May 19.

NPA Sets Up

(Continued from page 1)

Clark, DuPont, and Gerould T. Lane, Eastman Kodak.

The group was set up at a recent meeting of industry representatives and NPA officials. The industry spokesmen at the meeting agreed with NPA that the photographic film industry is peculiarly vulnerable to enemy bombing, and suggested, as one means of meeting this threat, that the government stockpile finished film. They said this was technically possible.

The industry reported an investment of \$21,500,000 in plant expansion since the Korean outbreak. NPA estimated that this expansion plus technological improvements in production will result in a 20 per cent increase in production over 1950 production.

Bromfield Hits

(Continued from page 1)

regulation of the industry is sound. Declared he, in part: "Very strong forces now exist which in the case of motion pictures bring about criticism and supervision at the source of origin of all legitimate motion pictures. These forces are very powerful and operate not upon a political basis or the dubious judgment of one or three or five ordinary citizens, . . . but upon the democratic pressures of communities and organizations representing large groups of citizens."

Oregon Exhibitors

(Continued from page 1)

TOA general counsel; Mitchell Wolfson, past TOA president, and Roy Cooper, of United California Theatres.

The hosts at the all-day Sunday session were Art Adamson, Jess Jones and Ray Grumbacher, pioneer exhibitors.

Tax Threatens Survival

(Continued from page 1)

film industry will more than compensate the Treasury for tax revenue through removal of the admission tax.

Highlights of the industry's arguments before the committee were:

1. The admission tax has preempted for the government most of what would have been a normal price rise in theatre tickets during the period of inflation, thus enfeebling the financial structure of the industry.

2. Since 1946, in contrast to unprecedented national prosperity, the motion picture industry has been on a disastrous downgrade.

3. The admission tax returns to the government decreased from \$300,000,000 in 1946 to \$211,000,000 in 1952.

4. A total of 5,038 theatres have closed since 1946 and are closing at the rate of three a day.

5. If the admission tax is not removed, a total of 5,347 theatres, or 29.2 per cent of all theatres now open will close in the next 12 months.

Pointing out that the figures collected for the presentation were assembled by Sindlinger and Co., a statistical organization, Cole and McGee said that the statistics, which had been submitted to the Treasury and the Joint Committee on Internal Revenue Taxation, had drawn no serious criticism from either of the government agencies.

The COMPO statement traced the history of the motion picture theatre, its place in the community, the admission tax levies of both World Wars and stressed the fact that the industry has been given a "solemn promise" that the war rates would be ended six months after the termination of hostilities in World War II. This promise has not been kept, the committee was told. COMPO emphasized that the industry had made no serious objection to the imposition of the taxes; on the contrary, the record shows that in times of national danger, the film industry has always been among the first to enlist in the common cause.

"It remained for the inflation which followed World War II to lay bare in all its evil reality the true nature of the admission tax," the statement read. "Unlike most businesses, the motion picture theatre has a definite, natural ceiling for its prices. This ceiling is roughly established by the amount the people of a community are willing to pay for movie entertainment. Setting a price above this ceiling has been shown by experience to be self-defeating as income invariably drops."

The committee was told that although the admission tax denied the theatre a legitimate participation in the general income rise, the theatre nevertheless was subject to all the pressures of inflation in its operating costs. Wages went up, cost of materials went up and local taxes increased, the statement declared, adding that "the cost of everything in a theatre's operation skyrocketed, while the theatre's income remained practically the same."

To meet the situation, the exhibitor had to reduce operating costs. Total expenses of exhibition in 1946, the committee was told, were \$1,208,989,000. In 1948, they were down to \$1,205,876,000 and in 1952 they were reduced further to \$1,201,632,000. "No other American industry can show such a cost record," the COMPO statement said. But in cutting costs, the theatre almost destroyed "its most precious asset—its glamor," the statement declared. And people sought their amusement elsewhere, thus breaking the movie-going habit which had been one of the main props of the industry's economy. To cite figures, COMPO said that between 1946 and 1948, the U.S. theatre gross declined 16 per cent and 1,611 theatres closed their doors.

The impact of television followed on the heels of the industry's already weakened condition and theatre business dropped 40 per cent in those metropolitan areas which became saturated with TV, the committee was told. Under this "smashing blow," 23 per cent of all four-wall theatres within primary television areas have closed since 1948—a more than one-out-of-five casualty rate, it was stated. The actual number of four-wall theatres that have closed since 1948 is 3,085, of which 1,975 were in primary television areas. It has pointed out that in the non-TV areas, theatre grosses went up 3.2 per cent and exhibitors began to build new theatres; in fact, half of the new theatre construction that has taken place since 1948 was in non-video territories.

However, the defreezing of TV station licenses last summer caused the old pattern to be repeated. For every two per cent gain in television set ownership, there was a corresponding drop of one per cent in theatre grosses. Citing examples, COMPO pointed to Denver where theatre grosses dropped 21 per cent when a TV station opened. In Lubbock, Tex., a new television station that began operations late last year sent theatre grosses down 19 per cent, with only a 35 per cent TV set ownership. Meanwhile, it was stated, fringe TV areas have become saturated with sets and theatre grosses have gone down another 15 per cent. Although as TV set sales approach saturation, the decline in theatre grosses level off, the national picture still is gloomy, Cole and McGee said. They pointed out that 91 per cent of U.S. theatres, contributing 98 per cent of the total theatre gross, will be under television's "umbrella" by the end of 1953.

Verge of Bankruptcy

Asserting that many theatres are on the verge of bankruptcy, the report stated that 5,010 four-wall theatres—33 per cent of all such operations—have operated at a loss since 1952 and are in distress today. A total of 917, or 28 per cent of all drive-in theatres, operated at a loss last year. Were it not for the revenue derived from the sale of popcorn, candy and other concessions, most of the four-wall and drive-in theatres be out of business today, the committee was informed. Figures show, it was stated, that without income from concessions, U.S. exhibitors would have operated at a loss of \$147,785,000 in 1952.

COMPO said there were two alter-

TOA Meet

(Continued from page 1)

tor, Abe Platt; TOA convention and trade show director, Charles E. Lewis; hotel reservations and transportation, Charles McBreen; finance officer, Elmer C. Upton; publicity and advertising, William K. Hollander; entertainment, Nate Platt; banquet chairman, Charles Cottle; decorations, Herb Wheeler; arrangements, William B. Holden; reception, Ralph Smitha; film exchanges, Harry Lustgarten; newsreels, Alex Halperin; printing and badges, Dave Jones; women's committee, Mrs. John Balaban, Mrs. James Coston, Mrs. Edwin Silverman, Mrs. David Wallerstein.

A meeting of the chairmen and officials from TOA's New York headquarters will be held here the latter part of next month, at which time plans for the convention and trade show will be finalized.

This year the TOA trade show will be combined with that of the Theatre Equipment and Supply Manufacturers Association.

native prospects for 1953 — both gloomy:

1. On the basis of the continued downward trend, net 1953 income from admissions, after \$202,000,000 in admission taxes, is estimated at \$1,011,000,000. This will be increased by \$200,000,000 in concession sales for a total of \$1,211,100,000. Expenses are estimated at \$1,200,200,000, leaving a net before Federal income taxes of \$10,900,000. Income taxes will take \$5,600,000, so the net profit, after all taxes, on the national theatre operation will be \$5,300,300. The percentage of profit after taxes, in this alternative, to total theatres gross in 1953, will be, therefore, 4/10 of one per cent.

2. The other alternative is that thousands of theatres are being kept open for no other reason than that their owners hope this tax will be removed soon. But if the tax is not removed, the present rate of three theatre closings daily will change overnight. In fact, it is practically certain, from studies made of theatre finances, that instead of 1,104 theatre closings in 1953, which would result on the three-closings-daily rate, the number will reach the staggering total of 5,347.

The industry told the committee that in 1945 there were 19,140 film theatres in the U. S., of which 100 were drive-ins. Today there are 18,306, of which 15,030 are four-wall and 3,276 are drive-ins. Thus, despite an enormous increase in population, there are 834 fewer theatres today than there were in 1945.

The committee was briefed on the decline in attendance and the dwindling profits of both large and small theatres. The decline, it was said, is reflected in production-distribution. In 1946, theatres paid \$466,000,000 in film rentals. It is estimated that film rentals will be 23.4 per cent less than they were in 1946, or \$357,000,000—a decrease of \$109,000,000. Facts and figures were presented to show that, if the admission tax were removed, fewer theatres would close, greater revenue in film rentals would go to producer-distributors and, because of corporate taxes, the Treasury actually would gain \$3,400,000 over the present revenue derived from production, distribution and exhibition.

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WE KEEP ON
SAYING...

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MANSHIP PER DOLLAR AND THE
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'End Ticket Tax,' 'Daily News' Urges

The New York *Daily News*, with over 2,100,000 daily circulation, yesterday devoted its entire editorial column to a strong recommendation for elimination of the Federal admission tax on motion picture theatres.

Under the sub-heading "Take off That Tax," the *News* editorial states: "It always was a big, burdensome tax, and may easily have had something to do with the decline in movie attendance. Wouldn't this be an excellent time to boot the thing overboard, and thereby give the movies a still better chance to be born again via 3-D?"

Congressmen

(Continued from page 1)

missions. Committee member James B. Utt (D., Cal.), who read the statement, said the other members of the delegation had not yet been contacted.

Those testifying declared that on the basis of their numerous contacts with exhibitors in their districts they felt the industry was in desperate need and was being destroyed. All stated that in their opinion the removal of the admissions tax would give the industry the help they thought it obviously needed. Most of those testifying put into the record letters and statistics they had received from exhibitors in their areas indicating great hardship and need.

List Those Testifying

Those who testified were: Sen. Payne (R., Me.); Congressmen Abernethy (D., Miss.), Adair (R., Ind.), Aspinall (D., Colo.), Bailey (D., W. Va.), Battle (D., Ala.), Blatnik (D., Minn.), Colmer (D., Miss.), Davis (D., Ga.), Dempsey (D., New Mex.), Dorn (D., S.C.), Engle (D., Cal.), Fisher (D., Tex.), Forrester (D., Ga.), Gary (D., Va.) and Gubser (R., Cal.).

Also Congressmen Hagen (R., Minn.), Hays (D., Ohio), Jones (D., Ala.), Lantaff (D., Fla.), Lanham (D., Ga.), Matthews (D., Fla.), McMillan (D., S.C.), Mahon (D., Tex.), Nicholson (R., Mass.), Norrell (D., Ark.), Rogers (D., Tex.), Smith (D., Miss.), Thornberry (D., Tex.), Van Zandt (R., Pa.), and Wickersham (D., Okla.).

Also Congressmen Wier (D., Minn.), Wilson (R., Ind.), Winstead (D., Miss.), Machrowicz (D., Mich.), Gathings (D., Ark.), Gross (R., Iowa), Hagen (R., Cal.), Holt (R., Cal.), Lesinski (D., Mich.), Whitten (D., Miss.), Edmondson (D., Okla.), Williams (D., Miss.), Simpson (R., Ill.).

The eight Congressmen who submitted statements were: Stringfellow (R., Utah), Trimble (D., Ark.), Karsten (D., Mo.), Price (D., Ill.), Keogh (D., N.Y.), Moulder (D., Mo.), Rhodes (R., Ariz.), and Rogers (D., Colo.).

Carmichael Appointed

SAN FRANCISCO, April 20.—Ralph Carmichael, recently resigned Paramount sales manager in Los Angeles, has been appointed branch manager in that city for Favorite Films of California, Inc., by president N. P. Jacobs.

Treasury Balks at Plea

(Continued from page 1)

voting is the big question. The Treasury position was not made public at the hearing but was sent privately in a letter to committee chairman Reed (R., N.Y.) Committee officials refused to make the letter public, but *MOTION PICTURE DAILY* learned that the Treasury's stand was that the bill would lose too much revenue at a time the Treasury is badly in need of dollars, and that the bill must be blocked.

Even if the committee should report out the bill, the Treasury's opposition means trouble for the measure further along the legislative path, such as in reaching the House floor or in passing the Senate.

Reed said he thought the Mason bill would be reported out by his committee, but that he could not say just how soon. He indicated he might not report out this bill or any other until the House leadership permits a House vote on his bill to reduce individual income taxes.

Rep. Dingell (D., Mich.) pointed out that he had introduced a bill similar to Mason's. Rep. Mills (D., Ark.), after the hearings, said he thought the industry had "made a good case" and that the bill would be reported favorably out of committee—"if Reed ever calls a session to take it up."

Rep. Camp (D., Ga.) declared "The industry is sick." Unless it can get some relief "until it organizes its forces," Camp said, "the industry as a whole will practically fail."

Opens With Screening

The hearing opened with screening of COMPO's "The Case Against the 20 Per Cent Admissions Tax," a specially made picture emphasizing darkened theatre marquees. Each member of the committee was told how many theatres had closed in his own district and the effect of the closings on other businesses was played up. The commentary pointed up the decline in total receipts, showed individual exhibitors telling how much they are losing and how much they pay in admissions taxes. The industry was not asking a special favor, the film pointed out, since it would still pay dozens of income, license and other taxes. Exempting theatre admissions from the 20 per cent tax would not mean a Treasury loss, the film said, and showed how an exemption would stimulate an increase in attendance which would bring more money into the Treasury through increased corporate and individual income tax collections.

Following the film, spokesmen for the Council of Motion Picture Organizations presented the rest of the industry's case to the committee. Col. H. A. Cole, former Allied States Association president; Pat McGee, Theatre Owners of America vice-president; and Robert Coyne, counsel for COMPO, were assisted by Alfred Sindlinger, research expert who worked up the statistics which were presented to the committee today, and which showed the current precarious conditions of the industry. Cole and McGee filed COMPO's formal prepared statement, and spoke briefly but effectively. (See separate story on COMPO's statement to the committee.)

Cole emphasized that while

theatres closed at the rate of three a day in the first three months of this year, closings dropped to less than three a week when the Mason bill hearings were announced. This "reflects the hope that the hearings would bring relief," Cole said. "What will happen if the trend again goes the other way, God knows."

"I'm not trying to make it blacker than it is," Cole went on. "It is black enough, God knows." The Treasury would lose more money by keeping the tax on, he said, than by removing the tax. It will lose \$100,000,000 a year at least if the bill is not passed, he continued, as theatres go out of business. The loss could be minimized by passing the bill and keeping those theatres going and paying income taxes, he said.

Dingell declared that he "couldn't think of anything more useless" than a closed theatre. "As a motion picture house comes into a block, business rises," he said. "As it closes, business drops in the community and especially in the block." The 20 per cent tax, he went on, "was a super-duper sales tax which is a curse and which is unfair. I suggest that the motion picture industry get together with other business under a similar handicap and come here to Congress and fill our Congressional halls with your people in order to show Congress how you feel about this excise tax."

Congressman Simpson (R., Pa.) told the industry spokesman that "people will wonder what will happen with the saving if the tax comes off."

"Few theatres say that they will give it or part of it, back to the public," Coyne told him. "I am unable to do that and a large majority of the theatres in the country are unable to." Coyne explained that the tax put "an artificial ceiling on prices which prevented us from taking care of an increase in operating costs." Many theatres have had their capital reserves and savings wiped out in the last few years, he said.

"Right now," Coyne continued, "we are on the edge of closing operations and Hollywood is on the edge of closing its studios. I will say to the people, 'Would you rather have a theatre open or would you rather have a few pennies back?' A few pennies make the difference between remaining open or closing."

"Wouldn't partial relief solve your problem?" Simpson asked.

"Partial relief would almost certainly result in chaos," Coyne answered.

Rep. Forand (D., R. I.), later asked McGee the same question about giving the public the benefit of the tax exemption. McGee replied that the individual exhibitor would have to decide that, based on conditions and competitive factors in his own area.

"I congratulate you," Forand said, "on not saying that the customers will get a return and on your saying frankly that this is something you need to prop up your business."

Asked about concessions in theatres, Sindlinger stated flatly that "if the United States theatres hadn't started selling popcorn and candy they would

Reed Asks Industry For Aid on Tax Cut

Washington, April 20.—House Ways and Means Committee Chairman Dan Reed (R., N.Y.) jokingly told the motion picture industry today that it could use its pictures and screens to urge enactment of his bill reducing personal income taxes.

"You can use your splendid sales facilities—your pictures," Reed said, "to urge your people to vote for H. R. No. 1 (the Reed Bill) because then there will be a billion dollars they can use to go to the movies if they want to."

City Taxes

(Continued from page 1)

dent" was for a local tax of not more than five per cent, and that there was "nothing on the horizon" to indicate any higher local figure.

Earlier, Cooper had questioned Robert Coyne, counsel for the Council of Motion Picture Organizations, about the AMA threat.

Coyne replied that the AMA's position, "did not confound us." He explained that the municipalities "were close to the theatres and understand the theatre's plight." The industry "was confident that the same persuasion" that it hoped would move the Ways and Means committee would be able to move municipalities, "town by town and city by city."

Other committee members also showed interest in the problem, including committee chairman Reed, who declared at the close of the hearing that he wanted "to get all you motion picture men thinking straight on this." Reed cautioned that the AMA testimony had brought out the intention of local governments to levy an admission tax if the Federal tax were dropped.

Magna Corp. Registers

ALBANY, N. Y., April 20.—Magna Theatre Corp., which was incorporated in Wilmington, Del., registered a statement here designating its New York corporate offices as 120 Broadway, New York City. Ralph B. Neuberger is secretary of the company.

have been out of business two years ago. The industry basically has been operating on concession profits for the last two years."

Sindlinger explained, however, that the leveling-off point has been reached in concession income, and that the 1953 average of 20 cents per customer for popcorn and candy won't go any higher. McGee added that in 1949 the theatre industry's gross receipts equalled its operating costs and the concession income represented the profits. Since then, he said, "the money is going down and another year will see everything in the red."

Rep. Sadlak (R., Conn.), described the theatre situation in his state by saying that 35 theatres were waiting for a decision on the 20 per cent tax before deciding to close down.

Rep. Boggs (D., La.), added the information that he had read the Senate Small Business committee's study of the motion picture industry, which was "comprehensive and bears out almost in complete detail what the Sindlinger report says."

'Wax' Sturdy, 'Man' Good Along B'way

A sturdy \$70,000 was racked up over the weekend by "House of Wax" at the New York Paramount, with an excellent \$118,000 forecast for the second week of Warner Brothers' three-dimensional film. The current headliner on stage is Eddie Fisher.

The other 3-D film along Broadway, "Man in the Dark," at the Globe, is also doing fine. The Columbia 3-D feature hit a good \$15,500 for the three days, with a nice \$23,500 indicated for the second week.

Kaye Heading for \$893,630 at Palace

By the time he ends his run at the RKO Palace Theatre here on Sunday evening, Danny Kaye will have grossed an estimated \$893,630, an all-time Palace record for the 14-week engagement.

Kaye opened at the Palace last Jan. 18 and for his first 11 performances rolled up an all-time record of \$62,000. Three times the theatre management extended his run. However, motion picture commitments will force Kaye to quit the Palace April 26.

Monday morning the Palace will begin its "summer policy" of presenting eight acts of RKO vaudeville and a first-run picture, "The Blue Gardenia." It will continue for 11 days after which a new stage and screen show will be presented every week.

Altec to Expand Sound Facilities

An immediate expansion of Altec sound production facilities and personnel in view of the growing demand for stereophonic sound equipment and installation, was disclosed here yesterday by the company, following a conference of division managers and headquarters managerial personnel at the Park Sheraton Hotel here. G. L. Carrington, president, who attended, has returned to the Coast.

Others in attendance were H. M. Bessey, executive vice-president; D. C. Collins, vice-president; L. D. Netter, Jr., general sales manager; E. O. Wilschke, operating manager; P. F. Thomas, treasurer, and the six Altec division managers.

Heavy Grosses Cited For Warner's 'Wax'

With a "take" of \$21,347 in its first four days at the Majestic Theatre, Dallas, Warner Brothers' "House of Wax" is said to have broken every existing house record in its first four engagements over the Interstate Circuit. Other Interstate theatres where the picture set new marks are the Majestic, Houston, with \$21,688 in its first four days; the Worth, Fort Worth, with a gross of \$25,792 in the first six days, and the Majestic, San Antonio, with the first five days receipts totaling \$28,980.

In Milwaukee: "House of Wax" is said to have set a new all-time high at the Warner Theatre with a gross of \$19,209 for the first three days.

Heavy TV for MBS, Para. in 'Cinerama'

HOLLYWOOD, April 20.—At the opening of "This Is Cinerama" at the Warner Hollywood Theatre on April 29, National Broadcasting will exclusively televise premiere proceedings and will broadcast along with the following: George Fisher, CBS; Shirley Thomas, CBS; Larry Finley and Joe Yokum, KFWB. Armed Forces Radio will broadcast to the troops around the world. On the night of the 30th, a second premiere will be held and three radio units will broadcast proceedings.

Cinerama Productions is saturating TV and radio with 430 10- and 20-second spot announcements. Forty-eight television and radio appearances have been arranged for, featuring Lowell Thomas, vice-chairman of Cinerama Productions; Merian C. Cooper and Robert L. Bendick, co-producers of "This Is Cinerama"; Joseph Kaufman, exhibition head for the company, and other members of Cinerama.

On the night of the 29th, 20 special automatic machines on the marquee will disperse 150,000 colored bubbles per minute, which will blanket Hollywood Boulevard for a radius of three blocks. The machines will be in operation for six hours prior to and during the performances of the 29th and 30th, along with 35-foot searchlights with special colored effects.

Cinerama is to be launched by "the most pretentious newspaper campaign in Southern California history," with 173 regional newspapers from San Francisco to San Diego carrying special ads.

Honor Spitz May 1 On 100th Birthday

PROVIDENCE, R. I., April 20.—Abraham A. Spitz, Rhode Island exhibitor, will celebrate his 100th birthday on May 1 as guest of New England theatremen at a party at the Hotel Sheraton-Plaza. In charge of the affair will be an old friend and associate, Judge James E. Dooley, and heading the committee are Edward Fay and Meyer Stanzler, of this city, Ralph Snider, his partner in theatres in Rhode Island, and Sam Haase of Massachusetts. The party for Spitz, who is supposed to be the oldest active exhibitor in the world, will be limited to 50 persons.

Name Fulton, Lyon to Technicolor Board

Hugh Fulton and Leonard Lyon, Sr., have been elected members of the board of directors of Technicolor, Inc., Dr. Herbert T. Kalmus, president and general manager, reported yesterday.

Fulton is senior partner of the law firm of Fulton, Walter and Halley of New York and Washington. Lyon is a senior member of the firm of Lyon and Lyon, patent attorneys of Los Angeles.

Italian Film at Sutton

"Ring Around the Clock," prize-winning Italian film, will have its American premiere at the Sutton Theatre here on Monday, May 11, it was announced by B. B. Kreisler, president of International Film Associates Corp., which is releasing the picture in America. This marks the first time that any foreign language picture will be shown at the Sutton.

Exhibitors and Paramount field men gathered yesterday at Mutual Broadcasting System stations throughout the country to listen to a closed circuit broadcast of details of a special tieup of the network's sponsorship of "Western Week" and of Paramount's production, "Pony Express."

Originating at MBS's New York studio, the broadcast featured addresses by Jerry Pickman, Paramount's vice-president in charge of advertising-publicity, and Sandy McVarish, Mutual promotion executive. "Western Week," during which MBS will place special emphasis on its outdoor action programs, will run from May 10 to 16, inclusive. It coincides with the May release of "Pony Express," whose world premiere will be held tomorrow in St. Joseph, Mo., surrounded by a celebration featuring parades and civic ceremonies and personal appearances by the picture's stars. Paramount has booked the picture to saturation throughout the West and Midwest.

Name Hendricks WB Coast Publicity Head

HOLLYWOOD, April 20.—Bill Hendricks has been appointed studio publicity director of Warner Brothers Pictures, it was announced by Mort Blumenstock, vice-president in charge of publicity and advertising. He succeeds Alex Evelove, who resigned.

Hendricks has a record of 24 years of service with Warner, during which he has functioned in virtually every phase of publicity, exploitation and exhibition. Starting with the theatre department in Memphis, he was subsequently appointed to the post of publicity-advertising director for Warner's West Coast theatre division. Hendricks joined the studio organization several years ago, as chief of the exploitation unit. More recently he has served as assistant studio publicity director.

Hyde Named New FCC Chairman

WASHINGTON, April 20.—The President has named Rosel H. Hyde, a veteran Republican member of the Federal Communications Commission, to be FCC chairman. Paul A. Walker, the president chairman and a Democrat, will remain as a member of the Commission. The changes does not require Senate approval and takes place immediately.

May 13-14 New Dates For Allied Meeting

KANSAS CITY, April 20.—New dates, May 13-14 have been set for the spring convention of the Allied Independent Theatre Owners of Kansas and Missouri. The dates originally announced were April 28-29. The convention will be held at the Hotel Phillips, Kansas City, with 3-D the leading topic.

UA Gets Matthugh Film

"No Escape," a Matthugh production starring Lew Ayres, Sonny Tufts and Marjorie Steele, has been acquired for release by United Artists.

Restrain Mexican 50% Quota Clause

Mexico City, April 20.—Exhibitors in Mexico won what they call a final and definite victory against forced playing of Mexican pictures with a permanent injunction which Federal Judge Ignacio Burgoa granted against enforcement of the clause demanding 50 per cent exhibition of domestic films under the Cinematographic Law that was enacted by Presidential decree last October. Earlier this year, Judge Burgoa had allowed various groups of exhibitors a temporary injunction. The trade does not believe that the government will appeal.

Houser Named N.Y. Ad-Publicity Head

HOLLYWOOD, April 20.—Mervin Houser has been named Eastern director of advertising and publicity for RKO Radio, it was announced here today by Perry Lieber, national director of advertising, publicity and exploitation. Houser has been holding down the duties in New York without the title.

Houser also will supervise the company's Eastern sales promotion and foreign publicity departments which are headed by Leon J. Bamberger and Rutgers Neilson, respectively. Ben Grimm will continue to function as advertising manager, under Houser.

Six Named to Aid Palsy Campaign

Six leaders of advertising and related fields have been named to the national publicity committee of United Cerebral Palsy, Leonard H. Golden, president of the organization, and president of American Broadcasting-Paramount Theatres, announced.

Members of the committee are: William R. Campbell, J. Walter Thompson Co., chairman; William Boley, Buchanan and Co., vice-chairman; Taylor Adams, Young and Rubicam; Sydney H. Eiges, National Broadcasting; Ivor Kenway, Kenway Associates of Greenwich; Sherwin Kane, editor of MOTION PICTURE DAILY.

"The committee will play an important role in the United Cerebral Palsy annual campaign for \$7,500,000 which will begin May 1 and run through the month," stated UCP. In addition, it will serve the year-round function of setting broad public relations policies for United Cerebral Palsy.

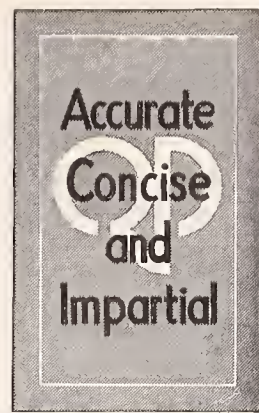
Honor Beresin for Phila. Variety Work

PHILADELPHIA, April 20.—Jack Beresin, International chief barker, was honored here tonight in recognition of outstanding service to the Variety Club of Philadelphia. The dinner, held at the Bellevue Stratford Hotel, was given by civic and industrial leaders.

The entire proceeds from the \$100 gold-plate dinner will be used to provide funds for the building of a new Variety Club recreation hall, to be dedicated in memory of Beresin's parents.



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TEN CENTS

Survey Finds TV Viewers Want 'Reels

Says TV News Do Not Compete With Newsreels

Television news does not compete with the theatre newsreel, nor is it regarded by the majority of film-goers as a replacement for the theatre newsreel, according to a survey conducted for the newsreel companies in Philadelphia and Wilkes-Barre. A report containing the highlights of the survey was released here yesterday by the Motion Picture Association of America.

The survey, conducted by the Sindlinger Co., also found that the degree of interest in seeing newsreels on theatre programs is as high among patrons residing in areas of heavy TV concentration as among those who reside in TV fringe areas.

Sindlinger found that of 602,000 potential film customers in the survey areas, 44.5 per cent attend motion picture theatres ranging from twice

(Continued on page 4)

Allied Opposes Bill Allowing Courts to Establish Damages

WASHINGTON, April 21. — Allied States Association is opposed to a proposal now pending in Congress to give Federal Courts discretion to award less than treble damages in private anti-trust damage suits, according to general counsel Abram F. Myers.

Such a proposal has been advanced by House Judiciary Committee chairman Reed (R., Ill.) and has been referred for action to a sub-committee headed by Rep. Keating (R., N. Y.). At present, it is a plaintiff in an anti-

(Continued on page 4)

Cleve. Lawyer Hits Ohio Film Censors

COLUMBUS, O., April 21.—Film censorship is like a bad apple infecting other freedoms, said Oliver Schroeder, Jr., associate professor of law at Western Reserve University and Cleveland member of the Citizens Committee for Repeal of the Ohio Censor Law. He also represents the Cleveland Church Federation but

(Continued on page 4)

RKO Radio Dropping Trade Screenings; Considers Them Wasteful Expenditure

Discontinuance of exhibitor trade screenings wherever possible has been ordered by RKO Radio. Branch and district managers have been advised that there may be certain situations where the screenings will have to be continued, particularly in bidding or competitive spots where exhibitors insist on seeing a picture before negotiating.

Because so few exhibitors take advantage of the showings, RKO believes such screenings represent a wasteful expenditure, especially in view of the company's economy program.

In bidding situations, branch managers have been instructed to invite exhibitors to screenings that are being held for exchange staffs or where showings are held for publicity reasons.

Cinerama Sets Chicago Bow; Plans 5-10 Others

"This Is Cinerama" will open its fourth engagement in Chicago's Palace Theatre in July, it was disclosed here yesterday, as Cinerama Productions, Inc. laid plans for five to 10 other mid-summer openings.

A company spokesman, detailing plans for the five to 10 openings, said one of the cities would be Philadelphia and that the mid-summer openings would be timed simultaneously, or within a few days of each other. As previously reported, a total of about 20 openings by the end of the year is planned.

In the negotiations for the Palace Theatre, Joseph Kaufman represented Cinerama Productions and Otto K. Eitel and James Coston, the Palace Theatre. The conclusion of the deal apparently indicated that an amicable settlement had been reached with the Chicago projectionist union, which previously stymied a deal by wage and other demands. Cinerama officials here declined comment on the projectionist phase of negotiations, pointing out that talks were handled by Kaufman, who is expected to return to New York from Chicago today or tomorrow.

Kaufman disclosed from Chicago

(Continued on page 5)

CinemaScope Debut At Roxy Here Friday

CinemaScope will have its theatre premiere at the Roxy here on Friday morning at 9:15 before an invited audience of newspapermen and film industry representatives.

The demonstration which will be repeated at the same hour on Saturday, Sunday, Monday and Tuesday for additional invitees, marks the East Coast debut of CinemaScope, which was first unveiled several weeks ago on a sound stage at 20th Century-Fox's Hollywood studios. Subsequent Eastern showings are scheduled at a later date for Philadelphia, Detroit and Chicago.

Audiences will see a program highlighted by scenes from two CinemaScope color in Technicolor films now in production, "The Robe" and "How To Marry A Millionaire," a Marilyn

(Continued on page 5)

Loew's Tests Wide Screen Process

Loew's is conducting wide screen experiments here, testing lighting and picture quality, at the Elsmere Theatre, in the Bronx.

Used in the tests, which have been viewed during the past few weeks by top Loew's executives, are old films. The theatre is a shuttered Loew's house, permitting experiments at any hour. The process under consideration, it was stated, is similar to 20th Century-Fox's CinemaScope.

See \$600,000 for 11 Weeks of 'Rouge'

Over \$600,000 is expected to be grossed by "Moulin Rouge" at the Capitol Theatre here when it completes its 11th week on Tuesday.

The run will beat the Capitol's previous long-run record, set by "Gone with the Wind," which in 1940 ran 11 weeks and three days. The John Huston production is expected to stay at the Capitol for from 13 to 15 weeks on the basis of its current strong draw.

Industry Not Resting in Fight on Tax

Many Stay in D. C. to Contact Legislators

J. A. OTTEN

WASHINGTON, April 21.—Industry leaders are not resting their case for admission tax relief with yesterday's highly successful presentation to the House Ways and Means Committee, and many of them stayed in town today for further contact work with Congressmen and Administration officials.

Col. H. A. Cole and Pat McGee, chairmen of the tax committee of the Council of Motion Picture Organizations, COMPO counsel Robert W. Coyne, and other exhibitors who were here for yesterday's hearing all were busy today checking Representatives and Senators.

Albert Sindlinger, COMPO re-

(Continued on page 4)

Pay for Quality or There Won't Be Any, Says Goldwyn

Exhibitor policies opposed to admission scales commensurate with "entertainment of unusual quality," will, if they prevail, discourage the production of such pictures, Samuel Goldwyn said here yesterday in response to requests for comment on recent exhibitor testimony before the Senate Small Business committee.

Goldwyn, who leaves here today on a three months' European trip, made the following statement:

"Some complaints have come from

(Continued on page 4)

Don't Neglect Major Issues: Wolfson

SEATTLE, April 21.—The discord of 3-D should not be allowed to drown out the urgent appeals of the "3-T's"—television, taxation and trial in court, Mitchell Wolfson, former president of the Theatre Owners of America, said here yesterday at a luncheon-meeting of the Theatre Owners of Washington, Northern Idaho and Alaska. The first of these we need

(Continued on page 4)

Personal Mention

BERNARD GOODWIN, vice-president of Paramount Television Productions, will leave New York by plane Saturday for the Coast.

ANDRE D. GEBSTAEDT, advertising production manager at Republic, and **MRS. GEBSTAEDT** are the parents of a girl, **KATE HALL**, born Sunday at Doctors Hospital here.

ARTHUR KALMAN, regional sales manager in Detroit for Motion Pictures for Television, and **MRS. KALMAN** announce the birth of a son.

C. ELMER NOLTE, JR., general manager for Frank Durkee Enterprises, Baltimore, has left that city for Honolulu to attend a Shriners' convention.

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, is in Milwaukee on a tour of Midwest exchanges.

SAM GALANTY, Columbia Mideastern division manager, is in New York from Washington.

ROBERT WOLFF, RKO Radio managing director in England, leaves here today for London.

SAMUEL GARDNER, M-G-M manager in San Francisco, has returned there from Los Angeles.

JULES LEVEY, producer, is in Fort Myers, Fla., from here.

GARY COOPER will arrive here by plane tomorrow from Mexico City en route to France.

GENE MANN, Filmcraft Productions vice-president, is in New York from the Coast.

Spyros Skouras to Aid Denver Hospital

Spyros P. Skouras, president of 20th Century-Fox, has been named associate chairman for the 54th anniversary celebration of the National Jewish Hospital at Denver.

The Hospital, said to be the nation's pioneer free inter-faith tuberculosis center, will mark its 54th year of service with a testimonial dinner in honor of **John E. Raasch**, chairman of the board of **John Wanamaker**, on May 20th at the Waldorf Astoria Hotel.

\$125,000 for 'Anna' In 61 Spots in a Day

"Anna," I.F.E.'s American-language release starring **Silvana Mangano**, rolled up a box-office gross of over \$125,000 in one day at 61 situations across the country last Sunday, according to **Bernard Jacon**, sales vice-president of the I.F.E. Releasing Corp.

Included in the grosses were the 28 Metropolitan New York circuit theatres, among them 16 RKO houses which opened the film on that day.

Five Majors Hit Appeal of Towne and Jackson Park

WASHINGTON, April 21.—Five major distributors today told the Supreme Court that the Jackson Park and Milwaukee Towne Theatres are seeking to be placed in a favored position over competing exhibitors.

The distributors urged the high court to reject recent appeals by the two theatre companies, who are seeking to overturn a ruling of the Seventh Circuit Court of Appeals that they must outbid competing theatres in order to get choice films.

The court was also urged by the distributors to turn down a "friend of the court" intervention petition by Allied States Association. Allied argued that the circuit court decision amounted to forcing on exhibitors a "compulsory bidding system."

In early decrees growing out of private anti-trust suits, the Jackson Park and Milwaukee Towne were given the privilege of getting first-run films without competitive bidding, and only on payment of a "fair and reasonable rental." Later five distributors—20th Century-Fox, Paramount, RKO Pictures, Loew's and Warner

Brothers—asked the Chicago and Milwaukee district courts to amend the old decrees and to declare that the Jackson Park and Milwaukee Towne must bid against other theatres in their individual areas. The district courts refused, but the circuit court of appeals approved the distributors' suggestion, and the exhibitors appealed to the Supreme Court.

Today the distributors told the high court that the grounds asserted in the appeals "rest upon distortion and concealment." They said the appeals court had emphasized that the two theatres were to have the same rights as other motion picture exhibitors, but "no more."

The high court ruling in the Paramount case held that there should not be any mandatory competitive bidding, the distributors admitted. But, they added, "this court said nothing to indicate that competition in film licensing is improper or that competitive bidding is not a form which such competition properly may assume where it provides a fair solution to competitive problems."

Officers Elected By Film Credit Group

First charter-membership meeting of the newly formed Motion Picture Industry Credit Group was held at the Hotel Victoria here yesterday. Co-chairmen, a vice-chairman and three committeemen were elected. The group is affiliated with the National Association of Credit Men and is comprised principally of film laboratories.

W. S. Prusiewicz of Pathe Laboratories and **S. Shapiro** of DeLuxe Laboratories were elected co-chairmen. **Joseph Tanney** of S. O. S. Cinema Supply Corp., was elected vice-chairman. Elected committeemen were **Kern Moyes** of Peerless Film Processing Corp., **Leon Levy** of Film Optical, Inc., and **Emil Valazco** of Emil Velazco, Inc.

The meeting yesterday, conducted by **W. W. McAdam**, group secretary for the NACM, approved a set of proposed by-laws and voted to hold luncheon-meetings on the fourth Tuesday of every month at the Hotel Victoria.

The industry group is now composed of 23 companies; namely, **Joseph D. Blau** and Co., Bonded Film Storage Co., C and G Film Effects Co., Camera Equipment Co., Cinefects, Circle Film Laboratories, Color Service Co., DeLuxe Laboratories, Dichter Sound Studios, Filmusic Co., Film Opticals, Florman and Babb, Guffanti Film Laboratories, Mecca Laboratories, Pathe Laboratories, Peerless Film, Preview Theatre, Reeves Sound Studios, Charles Ross, Inc., S. O. S. Cinema Supply Corp., Lawrence F. Sherman Co., and Velazco.

The NACM will provide the group with a service designed to meet credit and collection problems.

Souvaine Action vs. Finance Co. Planned

Acting as a stockholder of Souvaine Selective Pictures, **Henry Souvaine** will press an action against American Ventures Corp. in a move to force the financing company to honor alleged commitments in the amount of approximately \$370,000, Souvaine said here yesterday.

Souvaine resigned as president and a director of the Souvaine company on April 13 when "certain board members with dual responsibilities" voted against Souvaine's motion to institute action for damages against the financing company on grounds of breach of agreement.

Because of the alleged failure of the financing company to honor its commitments, Souvaine said, his company has "suffered substantial damage during the past year." He explained that by remaining on the board his hands were tied, but now, purely as a stockholder, "I am inviting all other stockholders to join me in approval of the suit."

Fabian Honor Guest At Pitt. Luncheon

PITTSBURGH, April 21.—**Si Fabian**, president of the Stanley-Warner Corp., was an honor guest at a luncheon in the William Penn Hotel today on his first official visit to this city. Others from the organization here were **Sam Rosen**, vice-president, and **Harry Kalmine**, vice-president and general-manager.

Attending the luncheon were branch managers of other film companies; **Morris Finkel**, former president of Allied Theater Owners of Western Pennsylvania, and the publishers of Pittsburgh's three newspapers.

Court Orders UA to Return Stock to Milwaukee Towne

CHICAGO, April 21.—Master-in-Chancery **William Saltiel** today filed a report here recommending that Judge Campbell of the U. S. District Court enter an order returning the 200 shares in the Milwaukee Towne Theatre Corp. originally purchased by United Artists in September of 1946 to the Towne. With United Artists receiving its original purchase price (\$10,000), plus interest.

Gist of the original transaction was that a management contract for **Spyros Pappas**, a guarantee by United Artists to deliver enough pictures for 30 weeks playing time per year at the Towne, and a stock purchase agreement had been placed in escrow at the time of the original stock purchase, pending determination of the legality of the deal (with the entire deal being nullified if any one facet were found to be illegal). When the Towne reopened in January, 1947, United Artists allegedly demanded physical delivery of the 200 shares of stock (one-third of the corporation's 600 outstanding shares), threatening to cancel the deal unless the shares were delivered, and the Towne delivered them. When a judgment against the major film companies (over \$1,000,000) was awarded to the Towne, United Artists demanded its proportionate share of the judgment as a one-third stockholder—which the Towne contested, claiming that the original deal was illegal inasmuch as the United Artists had been a party to the alleged conspiracy.

Upholds Contention

Saltiel now upholds this contention, saying that the conspiracy had existed in Milwaukee and that UA had been a party to it. Meanwhile, with the change in management of UA, the new management pledged the Towne shares as part of the security on a loan to UA by **Walter Heller** Co. of Chicago, who, in turn, to avoid complicating the issue, turned the shares over to the court for disposition. Now **Saltiel** not only recommends return of the shares to the Towne, but also makes a point of recommending that UA not share in the \$1,000,000 judgment levied against the defendant film companies in favor of the Towne.

A recommendation by the master being virtually tantamount to a decree by the court, unless the court can find the master in error on some technical point, it is reasonably safe to assume that Judge Campbell will enter the order as requested by **Saltiel**. Objections must be filed within 10 days to receive consideration. Attorney **Thomas McConnell**, representing the Towne, probably will file a request that the order be entered as recommended by **Saltiel**.

Masquers to Fete Parsons

HOLLYWOOD, April 21.—The Masquers will give a dinner for columnist **Louella Parsons** here on Thursday, the first time the club will be host to a columnist.

M-G-M
HITS THE
JACK-POT
AGAIN!

TECHNICOLOR GLORY!
Timed With The Coronation!

"YOUNG BESS"

The Famed Novel Now A
Great Screen Romance!

M-G-M presents In Color by Technicolor "YOUNG BESS" starring
JEAN SIMMONS • STEWART GRANGER • DEBORAH
KERR • CHARLES LAUGHTON • with Kay Walsh • Guy Rolfe
Kathleen Byron • Cecil Kellaway • Leo G. Carroll • Screen Play by
Jan Lustig and Arthur Wimperis • Based on the novel by Margaret
Irwin • Directed by George Sidney • Produced by Sidney Franklin

"KING GABLE and
QUEEN BESS will
get you the JACK!"



TWO OF THE BIGGEST!

COMING
YOUR
WAY IN
MAY!



Gable and his Captive bride!

M-G-M's SCREENFUL OF
EXCITEMENT!

"NEVER LET ME GO"

M-G-M presents CLARK GABLE • GENE TIERNEY in "NEVER
LET ME GO" • with Richard Haydn • Screen Play by Ronald Millar and
George Froeschel • Adapted from the Novel "Came The Dawn" by Roger Bax
Directed by Delmer Daves • Produced by Clarence Brown

Wolfson

(Continued from page 1)

and the other two are this industry's worst blight, he added.

"There are two great needs of our industry, both of which are just as important today as they were a year ago," Wolfson said. "Yet both have been relegated to almost obscurity by our sudden stampede to try to cash in on two motion picture processes which have been known to us for some time."

Wolfson said one of these was television and that "its potential is as great as ever; and while flat screens and flat pictures may become a thing of the past, the love that the people have for immediacy will never be replaced." He predicted that theatre television, once established, would be like the creation of a new major producer, offering new and appealing product which can come from no other source.

The other process, he said, is arbitration, asserting that it seemed illogical to abandon all hope and all work toward the establishment of such a system.

"Most of all," Wolfson said, "it is the little exhibitor who should be clamoring for arbitration and it is folly to junk the progress that has been made. It has been said before, but it needs emphasis: That when the courts award the Hometown Amusement Co. on the Atlantic Coast a million dollars in damages, it is John Exhibitor in Seattle who helps pay those damages in increased film rentals."

Wolfson said that some persons speak of arbitration as they would of the impossible. "But I ask you, what other suggested form of relief from ruinous litigation has ever been offered? The answer is 'none,'" he concluded.

Allied Opposes Bill

(Continued from page 1)

trust suit is found injured, the award of treble damages is mandatory on the judge. The Reed bill, backed by film producers, would make single damages mandatory but would leave it to the courts to decide whether any additional damages, up to three times the injury, should be awarded.

Myers recalled that the distributors had first urged this change in 1951 and that Allied had opposed it in testimony before a House Judiciary sub-committee headed by Rep. Celler (D., N. Y.). "Nothing has happened since to change our view," Myers said.

Asked whether Allied would testify before the Keating sub-committee in opposition to the bill, Myers said he would have to consult the Allied board on that.

In his 1951 testimony, Myers said that "the great danger in committing to the discretion of the trial judges the amount of damages over and above actual damages is that it makes the reward of a plaintiff who has been injured by a trust subject to the varying economic view of individual judges. It would greatly weaken the act as a deterrent to anti-trust violations."

\$7,600 for 'Titanic'

LOS ANGELES, April 21.—"Titanic," 20th Century-Fox, which opened at Grauman's Chinese Theatre here this week, in its first two days topped the three-day record gross of "Call Me Madam," it was reported today. The picture grossed \$7,600 for the two days.

Film Dividends Hit A Seven-Year Low

WASHINGTON, April 21.—Publicly-reported cash dividend payments by film companies amounted to \$25,946,000 in 1952, according to final revised figures issued by the Commerce Department. This was the lowest total since 1945, when they amounted to \$23,665,000. The 1951 total was \$35,122,000. Commerce usually figures that publicly-reported cash dividends account for 60 to 65 per cent of all dividends.

The final 1952 figures represented a marked downward revision in earlier, preliminary totals. The earlier figure was \$27,257,000.

Film Censors

(Continued from page 1)

spoke as a private citizen. He was sole speaker at today's hearing of the Senate Education and Health Committee on the Mosher Bill.

He said some groups are seeking to censor books, magazines and even the Bible. He said the legislature has as much duty to uphold the Constitution as do the courts. He added that government censorship was unnecessary because of the Production Code and the work of the Legion of Decency, the Protestant Film Council and other such groups.

He denied films cause juvenile delinquency and said it is ridiculous that uncensored films should be seen via TV while theatre films are censored.

Ohio Law Threat to Other Media: Mosher

COLUMBUS, O., April 21.—The existence of the Ohio film censorship law is a threat to other media, Sen. C. A. Mosher said at a hearing on his repeal bill before the State Senate Education and Health Committee. Senator Mosher pointed to the fact that there now is a bill before the Ohio House to censor magazines.

In support of the Senator's measure, Grauman Marks, Cincinnati attorney and former president of the Cincinnati Bar Association, said that censorship is "just plain morally wrong," claiming that the law is a tax with the state getting \$5 profit out of every \$6 received in censor fees. Normin Nadel, theatre editor of the *Columbus Citizen*, denied reports that the state would be flooded with objectionable films if the censor law is repealed. He said the law was vague and that censorship standards fluctuate as board personnel changes.

Nadel said the Production Code Administration "is specific and uniform and works well in self-policing."

James Ratcliffe, columnist for the *Cincinnati Enquirer*, told the committee that "they cannot censor movies because it is contrary to the Constitutional guarantee of free speech." He said that the 40-year-old law "is evidence that we can let basic liberties slip."

Mrs. William R. Thomas, representing the Ohio Federation of Women's Clubs, said she was against censorship "because it limits freedom of choice and singles out one medium." Among others who spoke was William Wolfarth, director of Audio Visual Education of Canton, O., schools, who favored repeal.

Coast Labor Asks Change in T-H Law

WASHINGTON, April 21. — Three spokesmen for Hollywood Labor today asked the Senate Labor Committee to change the present union shop provisions of the Taft-Hartley law and eliminate a situation which they said is hurting regular studio employees.

The three were Walter Pidgeon and John Dales, Jr., president and executive secretary of the Screen Actors Guild, respectively, and IATSE vice-president Roy Brewer. They criticized a provision of the present law under which workers need not join a union in union-shop firms until they have been at work 30 days. They explained that on many jobs, actors and other employees only work a few days, and therefore need never join the union. They said this gave rise to many "one-shot" film workers, who worked just at one job, got the benefit of union rates and never helped support the union.

The provision should be eliminated or at least changed to require workers to join the union after a very few days on the job, they told the committee.

Balaban & Katz Net Is Down Slightly

CHICAGO, April 21.—Balaban and Katz's net income for 1952 was down negligibly from 1951, totaling \$1,629,508 against \$1,646,637, it was reported here today at the company's annual meeting. Shareholders received \$5.75 per share in dividends last year, down 53 cents from the \$6.28 per share declared in 1951.

Also disclosed at today's meeting were a cash reserve of \$3,488,645, working assets of \$5,966,551, total assets of \$20,637,920, and current liabilities of \$2,180,903.

Of the 262,630 shares of common stock outstanding, American Broadcasting-Paramount Theatres owns 259,176. Total capital stock is valued at \$18,377,626. Gross income for 1952, before taxes, was \$4,697,280. The company realized a capital gain of \$4,200,000 from the sale of television station WBKB, declaring a special dividend of \$15.25 per share to distribute the extra money realized from the sale.

Fight on Tax

(Continued from page 1)

search consultant, met with the staff of the Congressional Joint Committee on Internal Revenue, going over the industry's case.

McGee said he would probably remain in town several weeks, "keeping in contact with things." He added that he had absolutely no indication when the Ways and Means Committee might meet to vote on the Mason Bill.

Stores Aid U-I Film

Universal-International has arranged a promotional tie-up with General Foods in connection with three territorial openings of "It Happens Every Thursday," which will have its world premiere in Renfro Valley, Kentucky, as part of the Second Annual Country Editors Conference, on May 9. Some 1,300 grocery stores and supermarkets in the Louisville, Cincinnati and Indianapolis territories will be tied into the promotion.

TV Viewers

(Continued from page 1)

a week to once a month; 24.3 per cent attend two or three times a year; and 31.2 per cent attend once a year or less. The survey also showed, according to Sindlinger, that 25.4 per cent of the infrequent film-goers—those who attend less frequently than once a month, are now starting to go to the theatre more often.

The statistical breakdown regarding newsreels follows: 83.6 per cent of the total want and expect newsreels when they go to the theatre; 11.5 per cent "don't care" for newsreels and 4.9 per cent will "take it or leave it." Initial report of the findings as reported last January 29 in *MOTION PICTURE DAILY* cited Oscar Morgan, Paramount short subjects sales manager, as saying that the survey showed 86 per cent wanted newsreels. The initial report did not contain the complete summary of the findings as published in the new report.

TV News vs. Newsreels

On the subject of TV news versus newsreels, here are the findings based on 5,300 interviews with persons of whom more than 80 per cent reside in homes that have TV sets; 51.6 per cent prefer and enjoy the theatre newsreel; 44.1 enjoy the theatre newsreel but also like to look at TV newscasts at home. This group, it was noted, said that they think newsreels are markedly superior in treatment, quality and thoroughness in presentation; 4.3 per cent thought there was little difference between the two.

It was noted that the studies made in the two Pennsylvania cities covered a densely populated section of Philadelphia, where TV has reached an 80 per cent saturation, and Wilkes-Barre, an area where TV sets are few because reception is relatively weak. During the course of the four-month survey, 5,300 individual interviews were conducted, it was stated. The sampling is said to be an indication of the film tastes throughout the country, it was added.

Goldwyn

(Continued from page 1)

a few exhibitors who would like to use a great picture as a lure, even to the extent of permitting free admissions, in order to promote side line activities like the sale of popcorn, candy and so on. I will do everything in my power to prevent that.

Believes in Free Market

"I believe in a completely free and open market for pictures for buyers and sellers alike where the basic standard of price is the value of the product to the ultimate consumer—the public. I have fought hard—and expect to continue to do so—against any artificial barriers which interfere with open competitive conditions under which I can sell my pictures and the public can exercise its freedom of choice to see them or not.

"The public is always ready and willing to pay fair prices for entertainment of unusual quality. An independent producer like myself can afford to try to produce great quality entertainment only if he has an opportunity, if the public approves the picture, to get back from the box-office enough revenue to give him some chance of recouping his investment. Unless he has such opportunity, the result will be to discourage the production of top quality pictures," Goldwyn said.

National Pre-Selling

*Friends, Romans, countrymen, lend me your ears.
I come to bury Caesar, not to praise him.
The evil that men do lives after them,
The good is oft interred with their bones.*

LIFE reports in the current issue that Marlon Brando speaks these lines in "Julius Caesar" "with surprising success to achieve the rhythm and resonance of Shakespeare's blank verse."

Marlon Brando is *Life's* current cover man, portraying Mark Anthony. Five pages of photographs taken on the production set are used to illustrate the review of "Caesar."

Also reviewed in the issue is "Melba," starring Patricia Munsell. It is a movie biography of Nellie Melba, "best known now because she gave her name to a dry toast and a rich dessert, and remembered as the most flamboyant lyric coloratura soprano of the World War I era."

"Salome," "I Confess," "The Story of Mandy," "Off Limits," "Lili" and "Bellissima" are recommended in the "Hollywood" department of the May issue of *Woman's Home Companion*.

Also in the issue is a table of contents ad on "Never Let Me Go."

A story about Gary Cooper, written by Tallulah Bankhead, appears in the April 19 issue of American Weekly. Backing up the story is a full color ad on Paramount's "The Girls of Pleasure Island."

Brilliantly colored pictures of Fred Astaire and Cyd Charisse dancing—taken on the set of "The Band Wagon" color in Technicolor musical—appears in the current issue of *Look*.

Ed Miller, movie editor of *Seventeen* reviewed "Call Me Madam," "The President's Lady," "Dream," "Sombbrero," "Small Town Girl," "Crash of Silence," "The Freshman," "The Girls of Pleasure Island," and "Penny Princess" for the May issue. A photograph taken on the set of these productions appears with each review.

"Shane," "Split Second," "The President's Lady" and "Desert Song" are recommended in *McCall's* goes to the Movies in May *McCall's*.

Background stories of "Young Bess," starring Charles Laughton; "Titanic," starring Barbara Stanwyck, and "The Glass Wall" with Vittorio Gassman and illustrated by production set stills appear in the "Assignment in Hollywood" department of *Good Housekeeping* for May.

"The Naked Spur" appears as a two-part novel in *Man's Day* starting in the April issue. The novel was based on Rolfe Bloom's screen play produced by M-G-M and starring James Stewart and Janet Leigh.

The front cover of the April 26 issue of *Parade* will be devoted to a full-color picture of Julie Newmeyer, featured dancer in Columbia's "The Serpent of the Nile."

WALTER HAAS

Review

"The Farmer Takes A Wife"

(20th Century-Fox)

A SERVICEABLE musical, featuring Betty Grable, Dale Robertson, Thelma Ritter and John Carroll, has been turned out by producer Frank P. Rosenberg. The locale is the Erie Canal when it was the hub of traffic before the advent of railroads.

Film-goers who like their fare gay and frothy, sprinkled with merry tunes and pretty girls, all done up in color by Technicolor, should be pleased by this production. It fails, however, to rise above the formula niche, due in the main to the script. Nevertheless, "The Farmer Takes A Wife" does offer some solid entertainment values, among them Betty Grable singing in a sud-filled wooden bathtub.

The film opens with a zestful tune sung by Betty heralding the opening of the Canal season in the spring. Miss Grable is the cook aboard the "Old Hickory," owned and operated by John Carroll, who is the toughest boatman on the Erie. Carroll, by the way, is also in love with Miss Grable. As the film unfolds, a young handsome farmer, Dale Robertson, takes a job on the "Hickory." Miss Grable, won over by Robertson's politeness and soft ways, soon finds herself feeling stronger for the farmer than her boss. Before the farmer takes Miss Grable as his wife, the film features a running battle between railroaders and boatmen. Miss Ritter plays the role of school-mistress of a cooking school in Rome, N. Y., supplying a number of humorous situations.

One of the catchiest tunes in the film is "Today, I Love Ev'rybody." Credit for the music goes to Harold Arlen, while Dorothy Fields wrote the lyrics.

Others in the cast include Eddie Foy, Jr., Charlotte Austin, Kathleen Crowley, Merry Anders and Donna Lee Hickey. Harry Levin directed from a screenplay by Walter Bullock, Sally Benson and Joseph Fields, based on the stage play by Frank B. Elser and Marc Connelly, from the novel, "Rome Haul," by Walter D. Edmonds.

Running time, 81 minutes. General audience classification. Release date, April 22. MURRAY HOROWITZ

MGM Screens Being Installed Abroad

M-G-M's panoramic screens will be installed in all Metro theatres abroad. Stereophonic sound systems will also be added. The new screens will be used to give panoramic dimension to conventionally-sized prints. They can also be used to show films made by any of the new techniques and processes announced to date, it was disclosed yesterday by Arthur M. Loew, president of Loew's International Corp.

The decision was made following a test engagement at M-G-M's Forum Theatre, Liege, Belgium, using a color in Technicolor print of "Ivanhoe."

The screens which will be installed will have metallized surfaces and will be slightly concave. Sizes will vary, but the screens will be as wide as the theatres permit. In the Liege showing of "Ivanhoe," which is continuing, a lens having a focal length of 3.75 is being used, as against the old lens with a focal length of 5.25. A slight alteration has been made in the aperture plate of the projector. These are the only changes required to give panoramic scope to conventionally-sized prints, it was said.

M-G-M offices abroad have been instructed to urge exhibitors to install similar panoramic screens and stereophonic sound systems.

DeMille Will Study Overseas Program

WASHINGTON, April 21.—Cecil B. DeMille has been asked by the State Department to study and recommend changes in the Department's overseas film program, it was announced by Robert L. Johnson, head of the Department's International Information Administration.

DeMille will look into the entire operation and recommend changes and new personnel to carry out the program.

Cinerama Sets

(Continued from page 1)

that arrangements will be made at once for Cinerama technicians to begin installation work. The projection booths are to be suspended from the balcony, doing away with the necessity for removing seats from the auditorium to make room for booths. The theatre seats 1,500.

Within a few days, Kaufman expects to announce the operation of a mail order ticket plan, directed toward making tickets for Cinerama available six months ahead for Chicago's convention population.

To Install 'King-size' Cinerama Screen in L.A.

LOS ANGELES, April 21.—A "king-size" Cinerama screen, said to be more than 45 per cent larger than the Cinerama screens currently in use in New York and Detroit, has been installed for the Los Angeles engagement of "This Is Cinerama," which will have its West Coast premiere at the Warner Hollywood Theatre on Wednesday, April 29.

It was stated that the concave surface, consisting of more than six miles of perforated tape strung on an aluminum frame, measures 27 feet vertically and 74 feet from side to side, as compared to the 22-by-64-foot screens that have heretofore been standard Cinerama equipment. The new Cinerama installation is expected to provide the prototype for future engagements.

CinemaScope

(Continued from page 1)

Monroe musical number from "Gentlemen Prefer Blondes," recorded with the stereophonic sound which is a CinemaScope feature, and other color footage. The program was selected to show the wide-screen system projecting spectacle pictures, outdoor films and close-ups.



FINEST FLIGHTS TO CALIFORNIA!



"THE HOLLYWOOD"

United's famous one-stop flight to Los Angeles leaves at noon, arrives early evening. DC-6 Mainliner luxury, delicious Mainliner luncheon and dinner aloft. Also, "the Advance Hollywood," DC-6 Mainliner all-daylight flight and "the Over-night Hollywood."



"THE SAN FRANCISCO"

Favorite flight to the Bay Area leaves 1 p.m., arrives 9:30 p.m. Only one stop en route, full-course luncheon and dinner aloft. DC-6 Mainliner service with beautiful rear lounge for card games, friendly conversation or business conferences. Other DC-6 Mainliner one-stop flights to San Francisco, too.



COMPARE THE FARE AND YOU'LL GO BY AIR

Local Times Quoted



AN
EDMUND GRAINGER
PRODUCTION

Will have 'em hanging limp from EXCITEMENT

“Sock thrill drama...will have 'em hanging limp from excitement!...for ultimate in audience response!...blasts its way to a wild climax!”

—**FILM DAILY**

“Intensely exciting...from opening shot to spectacular fadeout...exceptionally fine performances...will long be remembered!”

—**MOTION PICTURE DAILY**

“Keeps you on the edge of your seat from start to finish...Steve McNally is another Clark Gable...Alexis Smith just great!”

—**LOUELLA PARSONS**

“Strong suspense action-melodrama...comes off with a punch...tough...plenty of dramatic meat...Jan Sterling is a standout!”

—**VARIETY**

“One of the season's top mellers...should bring in financial returns commensurate with its high entertainment value...McNally in a brilliant performance!”


—**HOLLYWOOD REPORTER**

“Packs a terrific wallop!...will give any audience its money's worth in entertainment...potent box office names!...has one of the most unusual and hair-raising climaxes ever projected on a movie screen...super-duper suspense and action show!”

—**SHOWMEN'S TRADE REVIEW**

“Audience barely drew a breath until it broke into rousing applause at the finish...one of the most effective melodramas of recent years...figures to play its way into deep black ink!”

—**MOTION PICTURE HERALD**



SPLIT SECOND



starring **STEPHEN McNALLY • ALEXIS SMITH • JAN STERLING**
KEITH ANDES • ARTHUR HUNNICUTT • with **PAUL KELLY**

Directed by **DICK POWELL** • Screenplay by **WILLIAM BOWERS** and **IRVING WALLACE** • Produced by **EDMUND GRAINGER**



FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 73. NO. 78

NEW YORK, U. S. A., THURSDAY, APRIL 23, 1953

TEN CENTS

Compo Presses For Vote On Mason Tax Bill

Industry Fears Reed Wants to Delay Poll

WASHINGTON, April 22.—Film industry leaders were concentrating today on trying to get a House Ways and Means Committee vote on the Mason Bill, amid growing reports that Chairman Reed (R., N. Y.) wants to delay any vote until the House leadership clears his own individual income tax reduction bill.

Officials of the Council of Motion Picture Organizations were still in town contacting committee members, urging them to press Reed for an early meeting to vote on the Mason bill, which would exempt motion picture theatres from the 20 per cent Federal admission tax.

Reed, however, said he is presently
(Continued on page 3)

Exhibitors Lauded For Presentation Of 20% Tax Case

WASHINGTON, April 22.—Sam Pinanski and Trueman T. Rembusch, members of the Council of Motion Picture Organizations governing triumvirate who have been here attending the House Ways and Means Committee hearing on the industry's 20 per cent admission tax exemption case, gave high praise today to the presentation of the case and called on all exhibitors to continue the fight for tax relief without any let-up.

"Everybody in our industry," Pinanski and Rembusch said, "should be
(Continued on page 3)

MMPTA Will Voice Views on N.Y. Code

The Metropolitan Motion Picture Theatre Association will definitely be represented at the public hearings called by the New York City Council on the proposed new theatre building code, an MMPTA spokesman disclosed here yesterday.

Joseph T. Sharkey, vice-chairman
(Continued on page 3)

DAR Reports Trend Toward Better Films

WASHINGTON, April 22.—State chairmen of the Daughters of the American Revolution report a tendency recently toward better films, the DAR national convention here was told.

A report from the film committee, headed by Mrs. F. Allen Burt, said questionnaires had been sent to state chairmen on recent film developments. "Asked whether there is a tendency toward better pictures recently," the report said, "most chairmen say, 'Yes'; a few say 'definitely yes,' while one theatre manager is quoted as declaring 'definitely no.'" The report noted that musicals, historical films and westerns are most popular.

The report suggested that "we in the DAR tell our local theatre managers what we like and what we don't like, and if we insist that those shown reflect true American ideals, then we shall some day get the sort of pictures that carry a true picture of

America, not one distorted by an over-emphasis on gangsterism, drinking, crime and sex."

Noting that some film writers and actors have been proven of Communist membership or suspected of party affiliations, the report said, "It is all the more important that we of the DAR be ever watchful to note subversive tendencies in motion pictures." Several states, the convention was told, "report finding evidence of propaganda tending to arouse class hatred, especially hatred for businessmen and capitalists." One example given was
(Continued on page 3)

Italian Remittance Issue Remains Open D. of J. Questions RKO Radio on 'Pan'

Terms of the Italo-American films agreement, except the provisions dealing with remittances, become effective July 1 despite reports of a snag, Eric Johnston, president of the Motion Picture Export Association, told presidents and foreign managers of member companies here yesterday. The question of remittances is open for future discussions and is expected to be settled by Oct. 1, when the initial transfer of funds is due, Johnston said.

The MPEA president said that
(Continued on page 3)

The Department of Justice has written a letter to RKO Radio Pictures seeking a clarification of its "Peter Pan" sales terms policy, it was learned here yesterday.

The D. of J. letter, which grew out of the "Rube Shor incident," is under consideration by the company's legal department, members of which are preparing a reply, it was further learned. RKO officials could not be reached for comment.

In its letter, the Department of Justice took notice of stories appear-
(Continued on page 3)

Drive-ins Find New Product Source in Dubbed Imports

The dubbing of "Bitter Rice" with English dialogue last year has opened the way for the showing of foreign pictures in drive-in theatres, a source of income formerly closed to foreign films with superimposed titles. Inability of car patrons to read the titles at a distance stymied the distribution of foreign language product in the outdoor theatres.

"Bitter Rice" played in more than 900 drive-ins, according to Bernard Jacon, sales manager of I.F.E., distributors of the picture. I.F.E. plans to provide between three and five Italian pictures a year with English dubbed dialogue for the motor car trade, Jacon said.

I.F.E.'s "Anna" now is getting a heavy play from the drive-ins, Jacon
(Continued on page 3)

said. The picture will open in New Jersey and Westchester County drive-in situations within the next three weeks, marking the first time that a foreign picture has played outdoor theatres on the first city "break" in this area. Jacon believes that "Anna" will play 2,000 outdoor theatres this season, based on present contracts and those in the making. It is now play-
(Continued on page 3)

\$15,000,000 Cut in 20th Production

Skouras Reveals Budget Slice in Green Reply

Beginning May 1, 20th Century-Fox will reduce its annual production budget from \$45,000,000 to \$30,000,000, Spyros P. Skouras, president, disclosed here yesterday in a special message to stockholders.

The \$15,000,000 cutback was explained as being part of the company's approach to production in its new wide-screen system, CinemaScope. This plan was one of the highlights in Skouras' seven-page letter, devoted mainly to answering charges made by the dissident stockholders' group headed by Charles Green.

Skouras claimed in his letter that Green, using "cold war methods," first told him that he wanted to be president of the company and then denied the demand at a subsequent meet-
(Continued on page 3)

Loew's Net Profit For 2nd Quarter Up to \$1,839,523

A net profit of \$1,839,523 for the 16-week second quarter period, ended March 12, was disclosed here yesterday by Loew's, the figure being subject to a year-end audit and adjustments. This is an increase of \$191,546 over the corresponding period last year when the net was \$1,647,977. In the previous quarter (12 weeks) '52-'53 ended Nov. 20, 1952, the net was \$332,206. The 16-week profit was equivalent to 36 cents per share,
(Continued on page 3)

Cinecolor Reports \$164,464 '52 Loss

Cinecolor Corp. showed a loss of \$164,464 for the 52 weeks ended Dec. 27, 1952, according to a statement to stockholders. An accumulated loss of \$1,012,766 to Dec. 27, after noting adjustments on the accumulated loss of the previous year, also was reported in the statement.

During the 52-week period, income from sales and charges for sundry
(Continued on page 3)

Personal Mention

WILLIAM GERMAN, president of the firm bearing his name, will leave here next week for a five-week tour of Europe.

ROBERT WILE, secretary of the Independent Theatre Owners of Ohio, will address the Lions Club of Upper Arlington and Grandview, Ohio, today, and the Round Table Club of Dayton on May 7.

DAVID GOLDING, advertising-publicity director for Samuel Goldwyn Productions, is scheduled to leave here by plane tomorrow for London in connection with "Hans Christian Andersen" openings abroad.

COLIN JONES, Columbia general manager for Australia and New Zealand, will arrive in New York Monday, accompanied by MRS. JONES, for a visit of several weeks.

ERIC JOHNSTON, Motion Picture Association president, was a speaker at the dinner of the Union of American Hebrew Congregations at the Commodore Hotel here last night.

B. E. HOFFMAN of Connecticut Theatres, New Haven, has been named a vice-chairman of that city's 1953 Jewish Welfare Fund Campaign.

GEORGE A. SMITH, Paramount Western division manager, has left Los Angeles for Denver, Minneapolis, Omaha and Des Moines.

CARL NATER, in charge of 16mm. non-theatrical films for Walt Disney, is in New York from Hollywood.

JULES LEVEY, producer, returned here yesterday from Florida.

LOUIS A. (CHARLEY) BONN, vice-president of William German, Inc., is on the Coast from New York.

WALT DISNEY will return to New York by air on Monday from London.

MGM Meet in 'Frisco

SAN FRANCISCO, April 22.—Irving Hclfont, assistant to Western sales manager George A. Hickey, is expected at the M-G-M office here Monday, and Emery Austin, assistant to Dan Terrell, head of M-G-M exploitation, is set to arrive Wednesday for a meeting at the St. Francis Hotel to be attended by Ted Galanter, Western division press representative and his assistants, Alan Wicder of Seattle and Edward Beck of Los Angeles.

Dietz Contest Host Today

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity will be host at New York's first interscholastic Shakespearean acting contest to be held this morning at the Carl Fisher Concert Hall here. The winning school will be given a plaque and "Julius Caesar" silver cups will be given as special awards to members of the three top teams.

G-E Marketing New Interlock System

Schenectady, N. Y., April 22.—General Electric is producing a system, costing about \$100 each, for the conversion of theatres to three-dimensional films. The system consists of inter-connected "brains" or selsyns which keep two or more projectors operating at the same speed for 3-D projection, or by the flick of a switch permit the machines to be operated independently for standard projection. The company reports that enough selsyns have been ordered to equip almost 2,000 theatres.

126 More Theatres Order CinemaScope

Circuits across the country are continuing to add to the large number of CinemaScope orders, according to latest applications sent to 20th Century-Fox's director of distribution, Al Lichtman. The additions total 126 theatres.

Largest of the current orders is for 23 theatres of the Independent Theatre Service with Irving Dollinger requesting installations for his circuit located in New Jersey and Connecticut.

The J. & J. Theatres, operating houses in the Bronx and Manhattan, New York, have requested 11 installations while the Harold S. Eskin Amusement Enterprises operating in Delaware and Pennsylvania, have applied for six.

The Community Circuit of Cleveland has asked for 10 installations while Harry Perlowitz Theatres Service and J. P. Adler Theatre Co., both of Wisconsin, have applied for 15 and six respectively.

Twenty installations have been requested for Joy's Theatres, Inc., of Louisiana, and eight installations for the Connecticut Theatre Circuit.

Additional orders have been received from United Artists Theatres for the United Artists, Detroit and the Century Theatre, Buffalo.

Crawford Temporary Loew's State Head

Pending the appointment of a new manager for Loew's State Theatre here, Edward Crawford, relief manager, is in charge of the house. The vacancy was caused by the resignation of Sam Pearlman who has moved to the Warner Theatre where "This is Cinerama" opens on June 5. Pearlman had been with Loew's for more than 20 years.

'Bellissima' at Museum

The American premiere of the Italian film, "Bellissima," starring Anna Magnani, will be held at the Museum of Modern Art here Wednesday evening, with Miss Magnani appearing in person, for the benefit of the Museum Program Fund.

RCA Equipping 14 Comerford Houses For 3-D Pictures

CAMDEN, N. J., April 22.—Comerford Theatres, Inc., will ready 14 houses for early 3-D programming, it was disclosed here by RCA Victor, which has received an order for the equipment.

Complete 3-D projection and sound stereophonic equipment will be installed this month in the Majestic, Providence; Capitol, Binghamton, N. Y., and the Capitol at Williamsport, Pa., all scheduled to show Warner Brothers' 3-D production of "House of Wax." In addition, 11 other Comerford theatres will soon convert to 3-D.

The announcement followed a conference held by Frank Walker, president of the board of Comerford Theatres; his son, Thomas, and J. O'Leary, Charles Ryan and Byron Linn, all of the circuit, and J. F. O'Brien, RCA theatre equipment manager.

New Wide Screen in Music Hall Today

George Stevens, producer-director of "Shane," and Jean Arthur and Brandon de Wilde of the picture's cast will attend the opening at Radio City Music Hall today when Paramount's panoramic screen will be shown to the public here for the first time.

The new screen in the Music Hall is 50 feet wide by 30 feet high. The theatre's projection equipment has been changed to provide an aspect ratio of 1 to 1.66 instead of the standard 1 to 1.33.

Fitzgibbons to Get Brotherhood Award

TORONTO, April 22.—J. J. Fitzgibbons, head of Famous Players Canadian, will be presented with the Brotherhood Award of Beth Sholom Synagogue of this city on April 27 for his work in "furthering brotherhood among all classes and creeds."

Fitzgibbons was national chairman for Canada of Brotherhood Week. The Beth Sholom award is made annually in Ontario to the person deemed to have made the greatest contribution toward tolerance and understanding.

Indian Ambassador Host at UA Opening

Leaders of the United Nations, American industry and the New York press will be guests of the Indian Ambassador to the United States, Gaganvihari L. Mehta, at the world premiere of "Mahatma Gandhi-Twentieth Century Prophet," United Artists' film of the life of the Indian leader, at the Guild Theatre Tuesday evening.

Williams Joins RKO

Dick Williams has been named radio and television contact for RKO Radio pictures here. He succeeds Walter Wood who is leaving the company to take an executive advertising post with a steel company.

Maryland County Ups Ticket Tax

Baltimore, April 22.—Motion picture theatres in Howard County, Md. will have to pay a one and a half per cent amusement tax instead of one-half per cent under a new ruling passed by the County Board of Commissioners. The board is given the power to set the amount of the tax by Maryland's code.

Call Film Program 'Most Effective'

WASHINGTON, April 22.—U. S. foreign correspondents think the State Department's film program is probably the most effective of all the departments' media programs, a Senate investigating committee reported.

The report came from a Senate foreign Relations subcommittee headed by Sen. Hickenlooper (R., Iowa). The group is investigating the effectiveness of the State Department program. The subcommittee polled 55 American reporters now overseas for their views on various aspects of the program.

The report said the consensus of Americans in many foreign countries was that the film program is probably the most successful aspect of the information service "because of the inherent entertainment value of motion pictures." It noted that statements from all areas report that the USIS film units are swamped with requests for showings, and that the effectiveness of the film program is particularly noted in countries where illiteracy is high and good entertainment scarce.

"Many American reportages concluded that 'this activity should be developed,' or that it 'should be multiplied many times over,'" the Senate report said.

The subcommittee was told that outright propaganda films do not go over, and the purer scientific and technical films are highly popular.

The report said "every effort should be made to convince private producers that only motion pictures which present a fair and balanced picture of American life and philosophy should be distributed abroad, and that the production of such films should be actively encouraged."

Grainger to Visit Three Exchanges

JAMES R. GRAINGER, RKO Radio Pictures president, is due back at the home office at the end of the month, following stop-overs in Dallas, New Orleans and Atlanta, for conferences with exchange personnel.

Meanwhile, the company prepared plans to vacate the 27th floor in the RKO Building of Rockefeller Center, moving the foreign department personnel from that floor to other offices in the building. The "consolidation" move does not indicate any personnel changes or layoffs, it was emphasized by a company official.

DAR Report

(Continued from page 1)

a Western picture which "showed four mighty cowboys cleaning up Arizona all by themselves after the U. S. Army had allowed itself to be annihilated."

Another "disquieting item" was a report that "films that are produced and do not pass censorship for release in the U. S. are sent to other countries and help to form opinions detrimental to our country."

Mrs. Burt praised theatre managers for cooperating with the DAR in providing Saturday morning shows for children, and passed along one state's suggestion that the DAR also sponsor Friday night family-type film programs.

DeMille Will Receive a Plaque From DAR for 'Greatest Show'

WASHINGTON, April 22.—Cecil B. DeMille will receive tomorrow an engraved plaque from the Daughters of the American Revolution for his "Greatest Show on Earth," voted by the DAR as the best film produced last year for children between eight and 12.

Mrs. F. Allen Burt, vice-chairman of the DAR film committee, said the vote from 438 chapters was "almost unanimous" for the DeMille film. The award, an annual one, was started last year. DeMille will personally accept the plaque in ceremonies at Constitution Hall.

Mrs. Burt said it was "encouraging to note that all of the films mentioned in the voting had certain outstanding features—they entertained the child without over-exciting him; they were clean and wholesome and in good taste; they held his attention and were not too long; they painted a story that he could understand and pointed a moral that was easy to grasp."

'Pan' Query

(Continued from page 1)

ing in the trade press regarding the Walt Disney production, and invited comment from RKO Radio Pictures, which is distributing the film, it was stated. The trade press stories concerned warnings by Walt Disney Productions against the showing of "Peter Pan" at Rube Shor's Twin Drive-in and Westwood theatres in Cincinnati at regular admission prices. Shor, in the controversy, challenged the Disney organization to force him to increase his prices.

Views on N. Y. Code

(Continued from page 1)

of the Council, said that the city governing body would call the hearing in early May. The MMPTA spokesman, commenting on the proposed changes, said some clarification is needed. The MMPTA, it was stated, is concerned that the amended law for new theatres should not impose any hardships on existing theatres. On the whole, the spokesman explained, the proposed amendments are not objectionable.

De La Ossa to Fund Post

Ernest de la Ossa, personnel director of National Broadcasting, has been named chairman of the motion picture, radio-TV and music section of the 1953 Greater New York Fund, whose drive starts Monday to help 423 voluntary hospitals and health and welfare services in New York City.

20th-Fox Production

(Continued from page 1)

ing. Skouras, charging that the Green group seeks control for the purpose of liquidation, said that Green told him that 20th-Fox should sell its films to television now.

Skouras said that the sale of films to television at this time would bring five cents on the dollar and the result would be "that theatres would close their doors because of the overwhelming competition of these free shows." Added the 20th-Fox president: "In my judgment, after three years' time with the new CinemaScope medium, and other new techniques protecting the theatres, our old product would have no substantial value to theatres and could then be sold to television at a tremendous profit."

In addition to the production cutback, Skouras repeated plans to reduce 20th-Fox's inventory in the next two years by \$15,000,000 to \$20,000,000. Skouras, explaining the response to CinemaScope, said that 1,959 applications for the equipment have been received to date. He stated that production of the first

CinemaScope film, "The Robe," is nearly completed. A similar status was attributed to the company's second CinemaScope film, "How to Marry a Millionaire." The third CinemaScope production, it was added, titled "Twelve-Mile Reef," is well under way.

Skouras predicted that CinemaScope and other new techniques would promise the greatest opportunity for profits in 20th-Fox history, even exceeding the boom years of 1944 to 1946. The 20th-Fox president categorically denied charges levelled by Green concerning any personal profit in the affairs of the company. He also hit back at the Green group as being made up of "self-seeking individuals" and called them a "danger to the company."

Stockholders were urged to vote their proxies in favor of ending cumulative voting as proposed by the management and cast their ballots in favor of management's slate of 10 directors. The cumulative voting issue will be settled at a special meeting on May 5 in Wilmington, Del. The annual meeting will be held at the New York home office on May 19.

Cinecolor Loss

(Continued from page 1)

services to customers amounted to \$1,990,973. However, the cost of sales and services totalled \$1,992,286, creating a deficit of \$1,312 on operations. Selling and administrative expenses came to \$210,680.

Among other income items was the partial recovery of amounts due from Film Classics which previously had been written off. This totalled \$77,711. Royalties from Cinecolor, Ltd., of England amounted to \$29,224.

A special meeting of stockholders has been called for next Monday at the company's home office in Burbank, Cal., for the purpose of voting on a proposal to change the name of the company to Color Corp. of America. This meeting will be held in lieu of the annual meeting. The stockholders also will be asked to re-elect the following directors: Charles M. Jones, Clement J. Melancon and Joseph J. Rathert. O. W. Murray, a vice-president of Cinecolor, has been nominated to the directorate to fill the vacancy left by the resignation of Karl Herzog.

Italian Issue

(Continued from page 1)

when negotiations on a new film pact had been completed in Rome, it was agreed that remittances on U. S. company earnings in Italy would be increased to 40 per cent, from 37½ per cent. When he returned to Rome after visiting other parts of Europe, he found that the Italian government had balked on the 40 per cent provision.

Johnston will meet today with Ellis Arnall, president of the Society of Independent Motion Picture Producers, on aspects of the Italian pact as it concerns independent producers. Arnall said here yesterday the SIMPP insisted that it would not be discriminated against in its desire to set up separate bank accounts in Italy. He said he and Johnston also would discuss the Japanese import license issues in relation to the interests of the independents.

Press for Vote

(Continued from page 1)

inclined to put off any executive session on the Mason Bill or on other bills on which the committee has already had hearings, dealing with liquor and cigarette taxes. "What's the use of reporting out another bill, when the leaders won't approve the one we've reported out already?" he asked. "I think one revenue bill at a time is enough to have bottled up in the House Rules Committee."

Friday may be the last chance for some weeks for a committee meeting to vote on the Mason Bill. Next Monday the committee starts several weeks of hearings on reciprocal trade legislation, and it is considered unlikely that these would be interrupted for voting on any other bill.

Meanwhile, Rep. Lane (D., Mass.) put in the *Congressional Record* a lengthy attack on the admission tax. He emphasized the need for giving tax relief to the "low-income groups, whose chief diversion from the daily grind is the relaxation they find in the make-believe of the movies." Lane warned that a law of diminishing returns was operating in the theatre industry, "where the source of revenue is drying up under the pressure of punitive taxation."

A. & C. on TV Sunday

Bud Abbott and Lou Costello will feature a special sequence from their current Universal-International picture, "Abbott and Costello Go to Mars," when they star on the NBC network "Colgate Comedy Hour" television show on Sunday. The telecast is part of the national promotional activity developed by U-I for the film.

Start 'Lab' Pact Talks

The first meeting on a new contract between Eastern film laboratories and Local No. 702 resulted in an exchange of demands in regard to provisions for a new pact. No conclusions were reached and another session will be held next week. The present contract expires on June 19.

Tax Case

(Continued from page 1)

as proud as we are of the statesman-like manner in which the industry's story was presented to the House Ways and Means Committee by Col. H. A. Cole, Pat McGee and Robert W. Coyne. One veteran member of the Ways and Means Committee told us after the hearing that it was the finest presentation of a tax case that had been made to the committee in all of his experience. We know from talking with members of Ways and Means after the hearing that they were all delighted with the manner in which our case had been presented, both orally, in the brief we filed and in the short film that was shown at the hearing.

"Effective as the presentation was, however, it was in no way superior to the work done by thousands of exhibitors throughout the campaign. The results of this grassroots work were made plain at the afternoon session of the hearing when a long parade of Congressmen appeared before the committee and advocated passage of H. R. 157, the bill introduced by Rep. Mason of Illinois, which the industry is supporting. Nearly every one of these Congressmen told of having seen exhibitors' balance sheets that proved to them the serious state the industry is in. Every Congressman was obviously well aware of the theatres' situation in his own district, which was proof that the exhibitor campaign committees had done their work well.

"Obviously, the presentation of our story to the House Ways and Means Committee is not the end of our campaign. There is a great deal of work yet to be done. Therefore we urge all exhibitors to keep up their courage and to keep punching. The tax campaign committee has done a great job so far, but the fight must go on with all the strength we have."

Loew's Net Up

(Continued from page 1)

compared with 32 cents a share in the same period last year. The previous quarter's ('52-'53) net was equal to six cents a share.

Gross sales and operating revenues for the second quarter were estimated at \$55,853,000, compared with \$55,121,000 in the prior year. First quarter gross sales and revenues amounted to \$38,075,000.

For the 28 weeks ended March 12, the net operating profit after Federal taxes, subject to year-end audit and adjustments, was \$2,171,729, equivalent to 42 cents per share. The corresponding figure for the previous year (after reduction in Federal taxes due to non-recurring taxable deduction) was \$3,222,040, to which was added \$515,276 tax credit for prior years, bringing net profit to 73 cents per share.

Gross sales and operating revenues for the 28 weeks in the current year were estimated at \$93,928,000, compared with \$95,693,000 in the corresponding period of the prior year.

Dubbed Imports

(Continued from page 1)

ing outdoor dates in Southern California and is moving North rapidly. The Claude Ezell situations in the Southwest have booked the picture, which also is set to play Florida drive-ins, Jacon said.

EVERY OPENING A

A NEW ERA BEGINS! WARNERS HAS



EXHIBITORS PREDICT
IT! AND NOW IT'S
NOTHING EVER S

NATURAL
VISION 3D

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STARRING
VINCENT PRICE · FRANK
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Thanks, Showmen,
for your grand letters about our
GIANT 3-D LOBBY SET-PIECE! A big "first" in displays!

Monster, dancing girls, lettering all cut out and come right at you!

Still available—if you haven't ordered yours, do it now! 7 ft. high, full color—only \$18.75 plus express.
Shipped flat—simple to erect. Order from: Display Dept., Warner Bros. Pict., 321 West 44th St., N.Y. 36,

RECORD OPENING!

WE 'EM LINED UP 3 DEEP FOR 3-D!

AND IT! THE TRADE PAPERS PREDICTED

SHAPPENING EVERYWHERE!

SEN ON THE SCREEN IS LIKE

3-DIMENSION

WARNER BROS. PRESENT IT IN

HOUSE OF WAX

COLOR

LOVEJOY • PHYLLIS KIRK

SCREEN PLAY BY ANNE WILBUR PRODUCED BY BRYAN FOY DIRECTED BY ANDRE deTOTH



DAILY VARIETY
"What Warners
did for sound
films they
have repeated
in 3-D!"

HOLLYWOOD
REPORTER
"Will run up
multi-million-
dollar gross for
producers and
exhibitors!"

FILM DAILY
"This is the one
that will bring
the audiences
back!"

BOXOFFICE
"Warner Bros.
first 3-D film
will set this
industry
on its ear!"

M. P. DAILY
"Demonstrates
unmistakably
that 3-D can be
a potent force
in the industry's
future. A big
step forward!"

FULL WEEK'S BUSINESS
IN 2 DAYS! S.R.O. LINES
AROUND THE BLOCK!
RECORD! RECORD! RECORD!

*Paramount, New York

*Worth, Ft. Worth

*Majestic, San Antonio

Paramount, Miami

Beach, Miami Beach

Lucas, Savannah

*Majestic, Houston

*Majestic, Dallas

Warner, Milwaukee

*Paramount, Los Angeles

*Paramount, Hollywood

Granada, Santa Barbara

*West Coast, Long Beach

*Fox, Phoenix

Warner, San Pedro

St. Francis, San Francisco

Paramount, Oakland

*These theatres already have installed

WARNERPHONIC SOUND

PARAMOUNT TRADE SHOWS

Monday, May 4, 1953

"STALAG 17"

starring

WILLIAM HOLDEN • DON TAYLOR
OTTO PREMINGER

Produced and Directed by **BILLY WILDER**

Written for the Screen by

BILLY WILDER and EDWIN BLUM

Based on the play by **Danald Bevan and Edmund Trzcinski**

"THE VANQUISHED"

starring

JOHN PAYNE • JAN STERLING
COLEEN GRAY • LYLE BETTGER

with

WILLARD PARKER

Color by **TECHNICOLOR**

Directed by **EDWARD LUDWIG** • Written for the Screen by **WINSTON MILLER, FRANK L. MOSS and LEWIS R. FOSTER** • Based on a novel by **Karl Brawn**
Produced by **WILLIAM H. PINE and WILLIAM C. THOMAS**

CITY	PLACE OF SCREENING
ALBANY.....	FOX SCREENING ROOM, 1052 Broadway
ATLANTA.....	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.
BOSTON.....	PARAMOUNT PROJ. ROOM, 58-62 Berkeley St.
BUFFALO.....	PARAMOUNT PROJ. ROOM, 464 Franklin St.
CHARLOTTE.....	PARAMOUNT PROJ. ROOM, 305-7 So. Church St.
CHICAGO.....	PARAMOUNT PROJ. ROOM, 1306 So. Michigan Ave.
CINCINNATI.....	FOX SCREENING ROOM, 1638 Central Parkway
CLEVELAND.....	PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.
DALLAS.....	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway
DENVER.....	PARAMOUNT PROJ. ROOM, 2100 Stout Street
DES MOINES.....	PARAMOUNT PROJ. ROOM, 1125 High Street
DETROIT.....	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.
INDIANAPOLIS.....	PARAMOUNT PROJ. ROOM, 116 West Michigan Ave.
JACKSONVILLE.....	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.
KANSAS CITY.....	PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.
LOS ANGELES.....	PARAMOUNT PROJ. ROOM, 1613 W. 20th St.
MEMPHIS.....	PARAMOUNT PROJ. ROOM, 362 South Second St.
MILWAUKEE.....	PARAMOUNT PROJ. ROOM, 1121 North Eighth St.
MINNEAPOLIS.....	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue
NEW HAVEN.....	PARAMOUNT PROJ. ROOM, 82 State Street
NEW ORLEANS.....	PARAMOUNT PROJ. ROOM, 215 S. Liberty St.
NEW YORK CITY.....	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)
OKLAHOMA CITY.....	PARAMOUNT PROJ. ROOM, 701 West Grand Ave.
OMAHA.....	FOX SCREENING ROOM, 1502 Davenport St.
PHILADELPHIA.....	PARAMOUNT PROJ. ROOM, 248 N. 12th St.
PITTSBURGH.....	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies
PORTLAND.....	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue
ST. LOUIS.....	PARAMOUNT PROJ. ROOM, 2949-2953 Olive St.
SALT LAKE CITY.....	PARAMOUNT PROJ. ROOM, 270 East 1st So. St.
SAN FRANCISCO.....	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.
SEATTLE.....	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.
WASHINGTON.....	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.

Reviews

"The Desert Song"

(Warner Brothers)

Hollywood, April 22

THE imperishable and forever new Sigmund Romberg music still is, as it was in the beginning, the reason for and the mainstay of "The Desert Song," which Warner Brothers present now in their third production. This time the unforgettable Romberg songs are sung by Gordon MacRae and Kathryn Grayson, a pair of young people with large followings, and it is pointless to undertake comparison of their work with that of John Boles and Carlotta King in the 1925 version and that of Dennis Morgan and Irene Manning in the 1943 production, for the songs were always more important than the singers and doubtless always shall be. The combined followings of these young folks, to whose names may properly be added those of Steve Cochran and Raymond Massey in billing the attraction, argue a large ready-made audience for the picture.

The 1953 version of "The Desert Song" was produced by Rudi Fehr and directed by Bruce Humberstone, from a script by Roland Kibbee. It is a big-scale production in every material sense, the cast running into seeming hundreds at times, the desert forays and battles stretching out over a vast and impressive terrain, and the costuming running into dazzling complexities of coloration which the Technicolor camera dramatizes to the full. The musicians, under direction of Ray Heindorf, go all-out to give the Romberg score the best that's in them, and that best is very good indeed.

Oldsters weighted down with memories may fancy they detect some flaws. They may contend it was more progressive than wise to treat the essentially musical-comedy story so earnestly as to show the killings (especially a knife stunt toward the end that shocked a preview audience audibly), and that the swift shifts from pastel to hard colors and back again are hard to take. But pictures aren't made for oldsters, fortunately, and the generation that's buying most of the tickets these days aren't flaw pickers—they like a thing or they don't. If they don't like Romberg it'll be the first generation that hasn't, and the world's going to pot. They'll like him.

Running time, 93 minutes. General audience classification. Release date, May 30. **WILLIAM R. WEAVER**

"Remains to Be Seen"

(Metro-Goldwyn-Mayer)

Hollywood, April 22

AFTER A LIVELY OPENING somewhat in the vein of "Arsenic and Old Lace," with a touch of "Young Man With A Horn," this camera reproduction of a stage comedy by Howard Lindsay and Russel Crouse drops into low gear and never gets out again. Light as fluff and at core a farce written for Broadway's amusement, the property resists the efforts of some top-flight Hollywood people, on screen and off, to give it importance as all-level entertainment.

The Hollywood people caught up in this unfortunate undertaking to make a movie out of a Lindsay-Crouse whimsicality are June Allyson, Van Johnson, Louis Calhern, Angela Lansbury, John Beal and Barry Kelley, on the player side. Back-of-camera victims of the project are Arthur Hornblow, Jr., the producer; Don Weis, the director, and Sidney Sheldon, who wrote the script. All have done so many things so much better that none properly rate blame for failure to whip an impossible assignment.

The story, which may have held a stage farce together but is no match for 89 minutes of screen time, has Johnson as an apartment-house manager who finds a millionaire tenant dead in his apartment under puzzling circumstances, and Miss Allyson as the deceased's niece, singer with a small time band, who has hated him so long that she almost doesn't accept the fortune willed to her. Miss Lansbury plays a mysterious-looking next-in-line heir, and there are hidden doors, a demented doctor, and other stage fixtures, but the thing thins down to a two-player job for most of the distance, with Johnson and Miss Allyson front and center and little to occupy them. (The brightest spot in the picture, and bright enough to show by contrast how dull the rest is, is a song number by Dorothy Dandridge, playing Dorothy Dandridge).

Running time, 89 minutes. General audience classification. Release date, May 15. **W. R. W.**

John Buckley Hits 'Dubious' Advertising

PALM BEACH, Fla., April 22.—John R. Buckley, publisher of *Good Housekeeping*, told the 39th annual conference of Better Business Bureaus, that there is a rising tide for correction of national advertising, particularly in the most flagrant categories. He said, "Doubtful advertising seems to be getting wearisome to more and more people," and there are signs that leading publications are getting more particular about what they publish.

'Wax' 'Frisco Record

SAN FRANCISCO, April 22.—Warner Brothers' 3-D "House of Wax" continues its record pace with new all-time highs set in its day-and-date openings yesterday at the St. Fran-

Jack, Albert Warner Add, Sell Stock

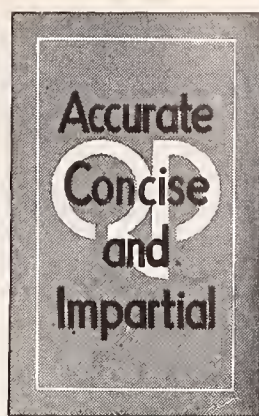
WASHINGTON, April 22.—Albert Warner sold 5,000 shares of common stock in the new Warner Brothers Pictures, of which he is vice-president, in March, the Securities and Exchange Commission disclosed. The sale decreased his direct holdings to 159,675 shares.

Vice-president Jack Warner bought 29,925 shares of common, increasing his direct holdings to 226,099 shares. He also bought 2,000 shares of common for beneficial trust holdings which now total 12,750 shares.

cis Theatre, San Francisco, and the Paramount Theatre, Oakland. The picture drew \$5,547 at the St. Francis and \$5,986 at the Paramount, it was stated.



MOTION PICTURE DAILY



VOL. 73. NO. 79

NEW YORK, U. S. A., FRIDAY, APRIL 24, 1953

TEN CENTS

3-D Highlights 73rd Conclave Of the SMPTE

*TV in Secondary Spot;
See Record Attendance*

LOS ANGELES, April 23.—Three-dimensional films and their technical problems will hold the spotlight here next week when the Society of Motion Picture and Television Engineers holds its 73rd semi-annual convention concurrently with the National Association of Radio and Television Broadcasters. Even television will take a secondary position on the agenda when the sessions open Monday at the Statler Center. A record attendance of more than 1,000 scientists, engineers, technicians and others associated with the industry is expected.

Of a total of 15 technical sessions scheduled by the SMPTE from Monday afternoon through Friday evening, five will be devoted to technical papers, reports and demonstrations on

(Continued on page 3)

6,000 to View Bow Of CinemaScope At Roxy Today

Delegations from virtually every major circuit in the East, as well as key production and sales personnel from New York and the Coast, will be among the 6,000 spectators this morning for the theatre world premiere and demonstration of 20th Century-Fox's CinemaScope process at the Roxy Theatre.

Joining representatives of the industry and the press at the demonstration will be leading figures from show-business, and the social, literary and political fields. Also attending the

(Continued on page 3)

Lenticolor Seeking Full Year Programs

Production of pictures in Lenticolor may get started late this year or in early 1954, according to George J. Schaefer, executive of the color company. Schaefer said here that the company was negotiating with major producers on a deal whereby each studio would make six pictures a year with the Lenticolor process.

M-G-M, Warner Brothers and 20th

(Continued on page 3)

Top Metropolitan Exhibitors Move to Aid Skouras in 20th-Fox Proxy Contest

A spontaneous movement to aid Spyros P. Skouras, president of 20th Century-Fox, in his proxy contest with the dissident Charles Green stockholders group, was initiated here by leading Metropolitan theatre owners at a Club 21 luncheon yesterday.

Attending the luncheon, tendered by Matty Fox, a partner in United Artists, were about 12 prominent exhibitors. Initial plans to support management were reported to have been drawn, but an announcement was withheld pending clearance from the Securities and Exchange Commission, it was said.

Exhibitor interest in the 20th-Fox contest was said to be predicated on concern felt if the Green group gains control and the effect on the flow of 20th-Fox product which such a change in management might have.

U-I To Unveil Big Screen Process at State With 'Bay'

Universal-International's panoramic big-screen process will be unveiled here at Loew's State on May 20 with the world premiere of U-I's "Thunder Bay," Charles J. Feldman, general sales manager, disclosed here yesterday. The presentation will also feature stereophonic directional sound.

Engineers and technicians, it was disclosed, are working during the night, after theatre hours, to equip the theatre for the premiere. The process features special projectors and lenses, and for the Loew's State presentation a curved 1,000 square-foot screen, reaching from proscenium to proscenium, will be installed. The theatre's conventional screen is 352 square feet. The curvature, plus a special aluminum coating on embossed, seamless fabric, is said to provide an illusion of depth. Three sound tracks and additional speakers will be used.

The new screen-sound process de-

(Continued on page 3)

Para. Wide-Screen At Music Hall for Premiere of 'Shane'

The wide-screen sponsored by Paramount Pictures involving projection lens changes to give the screen image a new aspect ratio of 1 to 1.66, instead of the conventional 1 to 1.33, installed in Radio City Music Hall here recently, was used for the first time with the world premiere there yesterday of the George Stevens-Paramount production "Shane."

The film's numerous panoramic scenes, photographed in Wyoming in color by Technicolor, are ideally adapted to wide-screen projection. They appeared as an unquestionably plus value, visually. The projection has the added advantage of making its pictorial contribution without intruding upon the dramatic action or competing with the story for the audience's attention. The screen is made an adjunct of the film rather than a distracting gimmick.

The overall effect is unspectacular;

(Continued on page 3)

ISLEY HAS PLAN FOR ARBITRATION

*Expects Approval of Texas COMPO Executives
And Immediate Adoption; Calls for 3-Man Board*

DALLAS, April 23.—An arbitration plan, designed specifically for operation in Texas but with national potential ramifications, will be submitted to the executive board of the Texas Council of Motion Picture Organizations at its next meeting by Phil Isley, president of Phil Isley Theatres and of Texas Allied.

The arbitration board would consist of three members, one from distribution, one from exhibition, and a third

would be an impartial individual acquainted with the general ramifications of the industry, especially in Texas. Each member would serve 90 days.

Isley expects to get unanimous approval to put the plan into operation immediately.

Claude Ezell already has expressed an interest in the project in behalf of the International Drive-in Theatre Owners Association, which he heads.

D. of J. Queries Distributors On Complaints

*Pre-Release Practices
Seen As Chief Topic*

Indications that the Department of Justice may be undertaking a full-scale study of pre-release practices and their status under the industry consent decree in the Paramount case came to light yesterday with the disclosure that a number of distributors have received requests from the Department for details concerning their handling of pre-release engagements.

Companies from which information has been sought include Columbia, 20th Century-Fox, Warners and MGM, in addition to RKO Pictures, whose correspondence with the Justice Department concerning "Peter Pan" sales policy was reported yesterday. Justice Department queries concerning the handling of "Hans Christian

(Continued on page 3)

100 More Exhibitors Protest to the SBC On Trade Practices

WASHINGTON, April 23.—The Senate Small Business sub-committee investigating industry trade practices has received more than 100 letters from exhibitors since it started public hearings several weeks ago, a committee spokesman said here today.

He added that all of the letters repeat substantially the complaints made by exhibitor witnesses during the committee's public hearings, charging that current pre-release and other distributor practices are hurting exhibitors.

The committee is scheduled to re-

(Continued on page 3)

Crawford Completes Trailers for Palsy

Production has been completed by M-G-M on a Joan Crawford trailer for the United Cerebral Palsy 1953 campaign during May.

Titled "One Woman's Family," the trailer was directed by David Miller. It runs 2½ minutes. Production was authorized by Nicholas M. Schenck, Loew's president, at the request of Leonard H. Goldenson, president of

(Continued on page 2)

Personal Mention

WILLIAM GOETZ, Universal production head, is due here today from a Caribbean vacation.

MANNING (TIM) CLAGETT, MPAA public relations executive here, will return to Columbus over the weekend for further work on the anti-censorship fight in Ohio.

COMPTON BENNETT, British director, will fly here from London on Sunday, and two days later will head for Hollywood.

SAUL JEFFEE, Movielab, Inc., president, will fly to the Coast from here today for an extended stay, accompanied by MRS. JEFFEE.

IRVING SOCHIN, Universal short subject sales manager, will leave New York over the weekend for Kentucky and Ohio.

DAVID A. LIPTON, Universal advertising-publicity director, will arrive here over the weekend from the Coast.

TED RICHMOND, Universal producer, will return to the Coast over the weekend after 10 days in New York.

Trailers for Palsy

(Continued from page 1)

UCP. Arrangements were handled by Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, and Charles M. Reagan, M-G-M distribution vice-president.

The trailer consists of a discourse by Miss Crawford on child sufferers from cerebral palsy and an appeal to the individual to measure his aid to the campaign by the extent of his means. It is said to be suitable for theatres which do or do not plan audience collections.

Members of the filming crew included cameraman Charles Lang. Jack Atlas directed the hospital sequence, and Marshall Neilan was editor-in-chief. The trailer was produced by Frank Whitbeck.

Lansing Shield Heads National Drive for United Palsy

Lansing P. Shield, president of the Grand Union Co. of East Paterson, N. J., will serve as national chairman of the 1953 United Cerebral Palsy campaign for \$7,500,000, it was announced by Leonard H. Goldenson, president of UCP.

Emmett C. King, 87

HOLLYWOOD, April 23. — Screen, stage and radio actor Emmett C. King, 87, died here Tuesday at the Motion Picture Country Home. He leaves three sisters, Mrs. James H. Coin, Mrs. Florence K. Hardan, and Mrs. Clarke E. Shattue, and a brother, John C. King.

Critics Meet Magnani

Anna Magnani will meet members of the New York Film Critics Circle at a luncheon today at Leone's.

Industry Overseas Aid Is Welcomed By State Dep't

WASHINGTON, April 23.—The State Department said today it welcomed the cooperation of the film industry in improving the Department's overseas film information program.

The Department's statement came in connection with the official announcement that producer Cecil B. DeMille had agreed to serve as "chief consultant" to the Department on matters relating to the International Motion Picture Service, the overseas film program.

Suit Gets Homeland The Right to Bid

Washington, April 23.—Final terms have been agreed on and in part made public for settling the anti-trust action brought by the Homeland Amusement Co. of Baltimore against eight distributors and the Durkee circuit.

Homeland had asked \$750,000 damages and an injunction in a dispute over clearances. Under the settlement, Homeland's Rex Theatre will be given an opportunity to bid for first neighborhood run films against the Durkee's Senator, or will be allowed to play them without bidding 28 days after first-run. Attorneys refused to discuss any monetary settlement that might be involved.

U.A. Will Handle 'Joe Louis Story'

"The Joe Louis Story," film biography of the former world's heavyweight champion, has been acquired for release by United Artists.

Currently before cameras on location in New York, "The Joe Louis Story" is being produced by Stirling Silliphant from an original by Robert Sylvester. It is being directed by Robert Gordon, for Federated Films. Louis will appear in the final sequences and is planning to make a series of personal appearances in the Midwest coinciding with the picture's premiere.

Army Officer to Join Goldwyn Prod.

Major Marshall Wortman, U. S. A., will join Samuel Goldwyn Productions here as an assistant to James Mulvey, president, following his discharge from the Army on May 18. Major Wortman, an accountant, has not been associated with the film industry previously. For the past several years he has been assigned to work in connection with fulfillment of industrial contracts with the Army.

To Honor Murphy May 4

HARTFORD, April 23.—Francis S. Murphy, editor and publisher of the Hartford Times, who conducted two motion picture industry symposiums here last year, will be honored at a testimonial dinner at the Hartford Club on May 4, attended by executives of the motion picture industry and other fields. Murphy will retire on June 1.

Dr. Robert L. Johnson, head of the International Information Administration, which operates the overseas information program, recalled that in 1950 the Council of Motion Picture Organizations and the Motion Picture Industry Council in Hollywood had submitted a plan to the Department for cooperating in the production of films for the information service and otherwise working with the government. He added that he "hoped Mr. DeMille would enlist the cooperation of the American motion picture industry" and would "establish close liaison along the general lines of the 1950 plan insofar as the details are applicable today."

Patriotic Offer

The offer, Johnson said, was a "generous and patriotic offer, which I am happy to acknowledge and accept."

Later today, William L. Grenoble, deputy assistant administrator of the State Department's information service, told a Senate Foreign Relations Sub-Committee that IMPS needed a larger budget and more field officers with motion picture training. Grenoble was asked by the Hickenlooper Committee, currently investigating the State Department's overseas information program, what he could suggest to improve the IMPS. He replied that the most important thing was to strengthen the field officers with additional trained personnel. Equally important, he said, was a larger budget which would enable IMPS to "tailor" its films for the specific country in which a picture is shown.

Ascap Board Elects Adams President

Stanley Adams yesterday was elected president of the American Society of Composers, Authors and Publishers at a meeting here of the board of directors. Adams, who at the age of 45 is the youngest member of the ASCAP board, succeeds Otto A. Harbach, who has served as president since May, 1945.

Other officers elected were Louis Bernstein and Fred E. Ahlert, vice-presidents; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary, and Frank H. Connor, assistant treasurer.

Adams is a native New Yorker and received his law degree from New York University. However, he made lyric writing his career instead of law and turned out such songs as "Little Old Lady," "There Are Such Things" and more than 100 others.

Halt Picketing for 2-Men-in-a-Booth

Boston, April 23.—Judge Donovan, in Suffolk Superior Court today, granted an injunction against local unions from picketing the Fairhaven, Dartmouth and Wareham drive-ins. The picketing started at the theatres' openings when managements hired non-union projectionists after negotiations for new contracts had failed to reach agreements. Exhibitors claim this dispute is a test case for new contracts in this area under revised Massachusetts licensing regulations which no longer require two men in a booth, which the unions demand.

Senators to See 'Shane'

George Stevens, producer-director of Paramount's "Shane," which opened yesterday at Radio City Music Hall, today will be host in Washington to U. S. Senators from Wyoming, Lester C. Hunt and Frank A. Barrett, Washington film critics and the Capital's syndicated newspaper correspondents at a cocktail party and screening of the picture at the Motion Picture Association of America's private theatre. Stevens will return to New York over the weekend.

Preview Fund Films

A preview of the Greater New York Fund's 1953 campaign films, which later will be shown on television and in theatres throughout the city, was held at the Avon Theatre here yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

ALAN LADD JEAN VAN LADD ARTHUR HEFLIN

in GEORGE STEVENS' production of

"SHANE"

color by TECHNICOLOR • A Paramount Picture
plus Spectacular STAGE PRESENTATION

NATURAL VISION
3 DIMENSION
WARNERPHONIC SOUND
HOUSE OF WAX
WARNERCOLOR starring VINCENT PRICE
FRANK LOVEJOY • PHYLLIS KIRK
PARAMOUNT TIMES SQUARE Midnight Feature

in person
EDDIE FISHER
HUGO WINTERHALTER
AND ORCHESTRA
THE BEACHCOMBERS
JOEY FORMAN

BECAUSE WE KNOW IT'S SO
WE KEEP ON SAYING ...

FILMACK GIVES YOU MORE SHOW-MANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.

FILMACK TRAILERS
1327 S. WABASH AVE. CHICAGO
630 NINTH AVENUE, NEW YORK

'Bwana' Held Over In N.O. Drive-In

New Orleans, April 23.—"Bwana Devil" is being successfully exhibited at the St. Bernard Drive-In Theatre here. G. E. Wiltse, owner of the drive-in and of other theatres in Texas, reports that numerous patrons had seen the picture previously in conventional theatres and commented favorably on the drive-in exhibition of the 3-D production. Wiltse declined to identify the screen paint used at the St. Bernard.

The picture is being held over for a second week at admission prices of 75 cents for adults and 20 cents for children, taxes and glasses included.

Say UATC Leases Buffalo Theatre

BUFFALO, April 23.—The United Artists Theatre Circuit reportedly is connected with the deal through which the downtown first-run Century here has been leased for 10 years. The theatre, it is understood, will be used for a while to test the large-screen 65mm. process of the Magna Corp., in which UATC has a 40 per cent interest.

UATC recently leased the Regent, a local community house, for four months for Magna testing purposes.

UATC officials here could not be reached for comment yesterday.

NV to Manufacture 25-Inch Magazines

HOLLYWOOD, April 23. — Natural Vision Theatre Equipment Corp. has begun manufacture and sale of 25-inch (5,500-foot) magazines for use in 3-D projection, the company disclosed here today, and will start delivery to theatres May 4.

The factory in New York will turn out 150 sets in May and 200 per month thereafter, each set consisting of two upper and two lower 25-magazines that will accommodate both 23-inch and 24-inch reels, in conformity with standards set by the Motion Picture Research Council.

AA Has Own 3-D System for 'Maze'

HOLLYWOOD, April 23.—The latest addition to the mushrooming supply of 3-D camera mounts has been developed by Allied Artists technicians and already is in use on "The Maze," the company's first 3-D production, which began shooting this week. Mount is a twin-camera type setup employing twin mirrors to get the required inter-axial.

Production had been previously announced as going in Natural Vision.

U-I Screen Process

(Continued from page 1)

veloped for the film has been undergoing a series of tests and special demonstrations for representatives of the industry and the press at the company's studios on the Coast.

In preparation for the State presentation, Loew's is conducting tests at the shuttered Elsmere Theatre here.

SMPTE Meet

(Continued from page 1)

stereoscopic and wide-screen pictures and stereophonic sound; two to television and three to high-speed photography. The remaining five sessions will be split among such subjects as drive-in theatre equipment, film editing, screen brightness problems, cinematography, film processing and conventional sound recording and reproduction.

Although progress reports on various lines of 3-D research have been presented regularly at SMPTE conventions in recent years, this will be the first time since the close of World War II, when television became a factor in the entertainment world, that papers on TV have not held top place on the Society's convention roster.

The convention will get under way Monday noon with a luncheon at which Mitchell Wolfson, former president of the Theatre Owners of America and co-owner of the Wometco Theatres circuit and Miami television station WTVJ, will be the principal speaker.

The 3-D sessions will occupy Monday afternoon and evening, Tuesday afternoon and Friday afternoon and evening. Highlights, in addition to presentation of papers on virtually all aspects of the subject, will include the showing at the Academy Award Theatre Monday night of excerpts from stereo tests and productions by four major studios — Paramount, Metro-Goldwyn-Mayer, Warner Brothers and Universal-International.

The Friday evening session on Stage Six of the Fox Western Avenue Studio will feature demonstrations by 20th Century-Fox of its CinemaScope system, employing a 65-foot screen and stereophonic sound. An added 3-D event will be a demonstration of recent developments in wide-screen and stereo exhibition of motion pictures at the Universal-International studio on Saturday morning, May 2. Both the Friday evening and Saturday morning events break a precedent of SMPTE conventions, which heretofore have closed with Friday afternoon sessions.

The TV sessions are scheduled for Tuesday morning and Tuesday evening, and the high-speed photography sessions will be held concurrently with sessions on other subjects on Wednesday morning, Thursday afternoon, and Friday morning.

The society's semi-annual banquet and dance will be held in the Statler Center Wednesday night. There will be no regular session Thursday morning, but seven film laboratories in Hollywood and Burbank will hold open house for SMPTE members from 10:00 A.M. to 12:00 noon. Other events away from the hotel include a Tuesday morning session at CBS Television City, including a tour of the CBS plant, and the Wednesday morning high-speed photography session at U. S. Naval Ordnance Test Station's Morris Dam test facility at Azusa, Cal.

Lenticolor

(Continued from page 1)

Century-Fox have made test reels in Lenticolor and results are reported to have been favorable. The process is said to be considerably less expensive than existing methods. Projection of Lenticolor product requires a booth filter, installed at a nominal cost.

Show Magic - Vuers At SMPTE Meeting

An exhibit of the Magic-Vuers polarizing glasses for 3-D will be put on at the Society of Motion Picture and Television Engineers convention, beginning Monday in Los Angeles, it was disclosed here yesterday.

The Polacoat process used in the manufacture of Magic-Vuers will be featured in the exhibit. In addition, there will be a demonstration of Magic-Vuers laminated glass projection-booth filters for 3-D.

Para. Screen

(Continued from page 1)

very much like quality ingredients which give one product superiority over another. In this respect exploitation is made more difficult. It must be restrained because what you are selling is not a sideshow but simply something designed to add to the audience's appreciation (perhaps, even, unconscious appreciation) of your main show.

Most especially if you have an attraction like "Shane" it would be pointless to attempt to sell the new equipment over the picture. Your audiences will appreciate a better view of the feature but they're not going to marvel at the screen image to the exclusion of what's going on there.

Paramount's screen presumably is a part of the Paravision process it is preparing for the market. In the 6,200-seat Music Hall it involved installation of a new Hurley screen, distributed by RCA, 50 feet wide and 30 feet high. The Music Hall's former screen was 25 feet high by 34 feet wide. A three-inch lens is used on the projection machines. Previously, the Music Hall's machines used a four and one-half inch lens for features and three and one-half for newsreels.

"Shane" was reviewed in MOTION PICTURE DAILY on April 13, together with comment on the Paramount wide screen as employed for the screening on a studio sound stage. Opening day business at the Music Hall was close to capacity. The audience at the first performance applauded at the end of a fight sequence and again at the end of the picture. S.K.

CinemaScope

(Continued from page 1)

event, will be the company's staff of field representatives and all home office executives.

Norling West on Deals

John A. Norling of Loucks and Norling will leave here today for Hollywood, accompanied by H. William Fitelson, the firm's attorney, to negotiate licenses for the Norling 3-D camera.

WarnerPhonic in UK

WarnerPhonic sound equipment is now being installed in the Warner Theatre, London, for the British premiere of Warner Brothers' 3-D "House of Wax" late this month or not later than May 7, according to word received here by Wolfe Cohen, president of Warner International.

D. of J. Queries

(Continued from page 1)

Andersen," "Salome," "Miracle of Fatima," "Snows of Kilimanjaro" and "Quo Vadis" also are reported to have been made.

It could not be ascertained whether the Justice Department inquiries extended to subjects other than pre-releases but it was reported some specific complaints made directly to the Department by exhibitors as well as complaints voiced by witnesses before the Senate Small Business Committee at hearings in Los Angeles and Washington recently also may have been included.

Allied States, since its Chicago convention last November, has encouraged members to forward details of distribution practices regarded as irregular to Allied headquarters for possible transmission to the Justice Department. In addition, there are normally a number of exhibitor complaints forwarded directly to the Department at more or less regular intervals. The practice for some time has been for the Justice Department to ask distributors involved for particulars concerning any specific complaints which appear to have some foundation.

However, the Justice Department's current queries are reported to be more numerous and extensive than at any previous time since the industry decree was entered.

WASHINGTON, April 23.—The Justice Department confirmed today that it has had "some correspondence" and some information in return from distributors concerning sales practices complained of by exhibitors. The Department declined comment on how extensive the correspondence has been as well as on other particulars.

Protests

(Continued from page 1)

open its hearings Monday, and it is expected that they will run through the week. Some reshuffling of the schedule is possible, however, in view of the fact that the Senate will probably hold day and night sessions next week on the Tideland bill.

Distributors are expected to make their rebuttal to the exhibitors' charges during next week's sessions. Witnesses for the distributors have not been identified as yet but the committee probably will announce the lineup tomorrow.

House Dark in 3-D Dispute with Union

SAN FRANCISCO, April 23.—Irving Levin, divisional director of San Francisco Theatres, Inc., in a last-minute decision, called off the reopening of the 2,047-seat Coliseum here because he could not come to agreement with Operator's Local No. 162.

The house, set to open with "Bwana Devil," announced an exclusive 3-D policy. The operator's union, whenever 3-D is shown in the San Francisco exchange area, requires an extra man in booths employing but one man under ordinary circumstances, in addition to one hour extra service to be paid at overtime rate. It is with this one hour extra service that Levin could not become reconciled. Theatres where two men are regularly employed are not affected by the 3-D order, other than paying the extra service charge.

TITANIC

Smashes records Bigger than "O"

WALTER WINCHELL



TELLS THE WORLD IN NATION-WIDE ABC-TV TELECAST!

"'Titanic' is Titanic! Great and thrilling story! Skillfully filmed by one of Hollywood's greats!"

ED SULLIVAN



TELLS THE WORLD ON CBS-TV!

Millions coast-to-coast will see first public TV preview of highlight "Titanic" scenes on May 10th telecast of ED SULLIVAN'S top-rated show, "TOAST OF THE TOWN"

HEDDA HOPPER



TELLS THE WORLD IN NATIONALLY SYNDICATED COLUMN!

"Clifton Webb's best role!"

ANNIC

at Chinese, L.A.!

Call Me Madam"!

STARRING

CLIFTON WEBB • BARBARA STANWYCK

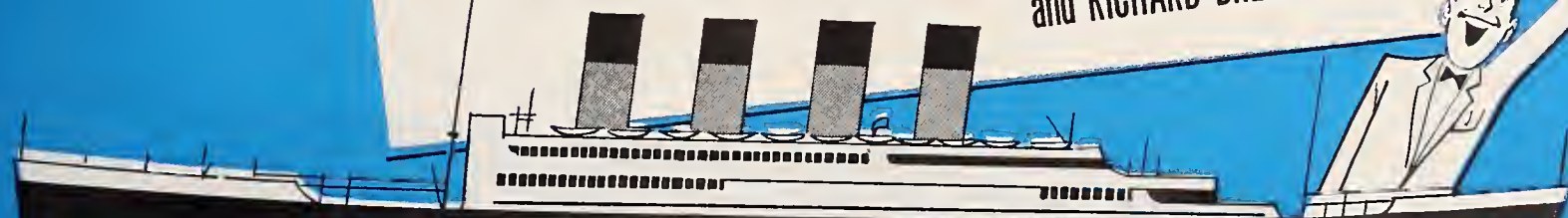
ROBERT WAGNER • AUDREY DALTON • THELMA RITTER

with BRIAN AHERNE • RICHARD BASEHART

Produced by CHARLES BRACKETT • Directed by JEAN NEGULESCO

Written by CHARLES BRACKETT, WALTER REISCH and RICHARD BREEN

Date it
NOW
for May 13
saturation
booking!



THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

NATURAL VISION CORPORATION

1710 NORTH LA BREA AVENUE
HOLLYWOOD 46, CALIFORNIA
HEMPSTEAD 2344

CABLE ADDRESS
NATVISION

M. L. GUNZBURG
PRESIDENT

April 14, 1953

Mr. Jack L. Warner
Warner Brothers Pictures, Inc.
Burbank, California

Dear Mr. Warner:

With the opening of "House of Wax", filmed in Natural Vision 3-D, you and your great Studio organization have once again made a revolutionary and permanent contribution to the advancement of motion picture entertainment.

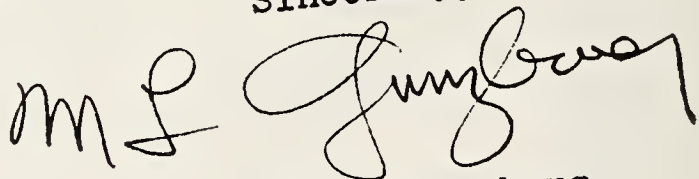
Through your characteristic vision and leadership, and Warner Bros. technical know-how, Natural Vision has been brought to a degree of startling perfection. WarnerPhonic Sound, and, of course, WarnerColor, developed by your studio technicians, have added the final and vital elements of dramatic realism, bringing Natural Vision to its fullest realization as a dramatic tool.

The industry has come to expect this leadership from Warner Brothers. You have never relaxed in your efforts to improve the standards and quality of motion pictures since the day you first unlocked the doors to a whole new world of entertainment through your introduction of sound.

It is my conviction that the new enthusiasm you have inspired in our entire industry and the interest you have aroused in the ticket buying public will have lasting benefits.

Congratulations and thanks.

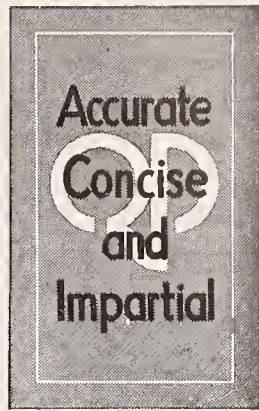
Sincerely,



M. L. Gunzburg,
President



MOTION PICTURE DAILY



VOL. 73. NO. 80

NEW YORK, U. S. A., MONDAY, APRIL 27, 1953

TEN CENTS

TOA Kicks Off SBC Hearings In D.C. Today

*Distributors and Gov't
Officials Will Follow*

J. A. OTTEN

WASHINGTON, April 26.—Spokesmen for the Theatre Owners of America, film distributors and government anti-trust agencies are slated to be witnesses this week before the Senate Small Business sub-committee investigating film industry trade practices.

The sub-committee hopes to wind up its public hearing this week with five days of testimony, which will be kicked off tomorrow by Alfred Starr, TOA president, who will discuss TOA's policy on arbitration.

On Tuesday, Wednesday and Thursday the sub-committee will hear distribution officials. Four are now slated to testify: Paramount vice-president and general counsel Austin C. Keough; Universal vice-president and general sales manager Charles J. Feldman; Loew's general sales man-

(Continued on page 5)

3-Day Michigan Meeting Starts

DETROIT, April 26.—The three-day 34th annual convention of Allied Theatres of Michigan will open here tomorrow at the Hotel Tuller. It had been advanced to a spring convention because of the immediate interest in three-dimensional projection. Engineers will be on hand to explain progress, programs and plans of development and other items of interest on 3-D.

The convention, it is said, will be the first meeting in the U. S. of ex-

(Continued on page 5)

Times Sq. Event to Launch Palsy Drive

Children of all ages, including many juvenile stars, will officially launch United Cerebral Palsy's fourth national campaign, as well as the city-wide campaign at a rally in Times Square on Thursday, from 12:30 to 1:30 P.M.

Climaxing the event will be the lighting of a 26-foot "Beacon of Hope," the symbol of the UCP campaign for \$7,500,000, which will con-

(Continued on page 5)

Industry's Repeal Bid Commended By Rep. Philbin

WASHINGTON, April 26.—Rep. Philbin (D., Mass.) told the House that the motion picture industry's presentation to the Ways and Means Committee had "made out a very strong case for elimination of the admission tax."

"I am convinced," he said, "that this industry has a great future notwithstanding some current recessions, because it is already engaged in successfully adapting its methods and techniques to newer inventions and newer facilities, and with the presentation of interesting, effective pictures, it is bound to continue to grow in public favor and enjoy sustained prosperity."

"No one could doubt for a moment,

(Continued on page 5)

U.S. 9-Month 'Jap' Gross, \$11,029,636

By J. WEBSTER

Tokyo, April 20 (by Airmail). — U. S. film companies' product grossed \$11,029,635 from April to December, 1952, and the import licenses granted to each company, under the new pact, is based partially on the gross during the nine-month period. A breakdown of each American distributor's gross in dollars follows:

M-G-M, \$1,342,069; Paramount, \$1,530,495; 20th-Fox, \$1,247,324; Warner Brothers, \$1,259,502; RKO

(Continued on page 5)

CINEMASCOPE IN THEATRE DEBUT

Thousands of Showmen Hail 20th-Fox Wide-Screen System at Roxy Demonstrations

By SHERWIN KANE

Exhibitors and press representatives at the first theatre showing of CinemaScope and its first demonstration in the East, at the Roxy Theatre here last Friday morning, gave the 20th Century-Fox wide screen, stereophonic sound system as enthusiastic a reception as was accorded it on the Coast last month.

The screen installed in the 6,000-seat Roxy is 65 by 25 feet, slightly larger than the screen on which CinemaScope was demonstrated initially at the 20th-Fox studio. The demonstration films, all in color, covered a wide range of entertainment in widely varying settings, from intimate comedy shots, fast action scenes, vocal and orchestra music, to spectacular sequences from "The Robe" and panoramic shots made from planes and boats.

The reaction of the audience of several thousand was distinctly favorable, the demonstration leaving no room for doubt that CinemaScope gives the screen a new, exciting look and constitutes a showmanly property which can be exploited to the hilt, with complete confidence of wide public response and satisfaction.

The stereophonic sound system, an important part of CinemaScope, contributes materially to enjoyment of the screen entertainment without being intrusive thereon. It was demonstrated to best or, rather, most noticeable effect, insofar as this commentator is concerned, in a film showing the 20th-Fox studio orchestra, directed by Alfred Newman, rehearsing a number for "Gentlemen Prefer Blondes."

(Continued on page 5)

CinemaScope in Large Theatres To Cost \$12,000

By MURRAY HOROWITZ

The cost of equipping a large theatre with CinemaScope, 20th Century-Fox's large screen process which utilizes stereophonic sound, was put at about \$12,000 by Al Lichtman, distribution director.

Discussing costs following the first theatre demonstration of the process at the Roxy Theatre here on Friday, Lichtman said the cost of CinemaScope equipment for a small theatre would, naturally, be "much less."

The 20th-Fox distribution director told the assembled Roxy guests that applications for the process are being received by the company at the rate

(Continued on page 5)

Find CinemaScope Showing Here Superior to Coast's

By AL STEEN

On the basis of comparison, the weekend demonstration of CinemaScope at the Roxy Theatre here was superior to the presentation of the wide-screen process at the 20th Century-Fox studio on the Coast, according to exhibitors who witnessed both demonstrations. Although the post-review comments at the studio were laudatory, the appraisal remarks here were doubly so. Several exhibitors who were at both the East and West screenings said that the illusion and effectiveness of CinemaScope were more impressive when seen in the theatre than they were on the Coast sound stage.

Adverse criticism was almost negligible. There were some who complained of vertical "lines" on the screen, but all who commented on them were in agreement that such a detail would be corrected. Those who sat on the extreme sides of the

theatre said there was some distortion, but such distortion, they added, was slight and not sufficient to be detrimental.

There was a consensus that absolute "perfection" had not been reached. Technical flaws were pointed out, but such flaws were said to be of a minor nature and were "wrinkles" that would be ironed out before long. The enthusiasm expressed at the conclusion of the performance pointed to a general belief among the industry segments that a new era had dawned.

(Continued on page 5)

SMPTE Opens Meet Today in 3-D Glare

Los Angeles, April 26.—The Society of Motion Picture and Television Engineers' spring convention will open here tomorrow at the Statler Center, with three-dimensional films and wide-screen processes holding the spotlight.

The convention, to be held concurrently with the meeting of the National Association of Radio and Television Broadcasters, will be attended by some 1,000 scientists, engineers, technicians and others.

Personal Mention

E. K. (TED) O'SHEA, vice-president of Paramount Film Distributing Corp., returned to New York at the weekend from Minneapolis.

SIDNEY KRAMER, RKO Radio short subjects sales manager, left New York over the weekend for a tour of Midwest branches. He will return on May 4.

MARTIN DAVIS of the Samuel Goldwyn publicity staff here will leave for Denmark by plane on May 5 on an exploitation assignment on "Hans Christian Andersen."

HARRY GOLDSTEIN, Allied Artists Eastern publicity representatives, has returned here from Providence, R. I., Springfield, Mass., and New Haven, Conn.

RALPH SERPE, Italian Films Export director of television and short subjects, will leave here for Rome Wednesday for a month's business trip.

LEON J. BAMBERGER, RKO Radio sales promotion manager, is in Detroit to address the Michigan Allied convention today.

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, will arrive in Des Moines today from Omaha.

E. O. WILSCHKE, Altec operating manager, has left here for the Coast, with several stop-offs planned en route.

HUGH OWEN, Paramount's Eastern and Southern division sales manager, is in Bluefield, W. Va., from New York.

MARTIN MALONEY, treasurer and general manager of Louis de Rochemont Associates, has left here for England.

JOEL BEZAILER of M-G-M's home office sales staff will leave today for a week at the Charlotte branch.

Delay L.A. Bids for Para.'s 'Sangaree'

LOS ANGELES, April 26.—Paramount has extended the deadline for exhibitor bids on the 3-D "Sangaree" until a print of the film will be available here in May.

The extension was made in order to provide exhibitors with an opportunity to first see the film. Exhibitors over the weekend were notified of the extension of the bid deadline, which originally was Friday. Meanwhile, it was learned that the deadline in San Francisco for the 3-D picture has been postponed another week, until next Friday, while in Omaha bids will await the arrival of a print.

Dick Powell A Producer

HOLLYWOOD, April 26.—RKO Radio Pictures has signed Dick Powell to a producer's contract.

Collection for Brotherhood Week Rises to \$108,486

Brooklyn House Files \$750,000 Suit

Charging discrimination and monopoly, the Mindell Theatre Corp., operating the Bell Cinema in Brooklyn, has filed a \$750,000 triple damage suit against eight major companies and a group of circuits and theatres. The suit was filed at the weekend in New York Federal Court.

The plaintiff charges that the distributors conspired with the circuits to monopolize exhibition in Brooklyn's Washington Ave. area through a pattern of fixed admission prices and a uniform system of runs and clearances to the detriment of the Bell Cinema. It is claimed that when the plaintiff sought to bargain with the distributors, the Bell operators were met with the "fixed pattern." The defendant theatres, it is charged, overbought product to prevent the plaintiff theatre from getting pictures. When it was possible to obtain product, it is claimed that the pictures were too old to be of value.

File Coast Suit vs. 20th, NT, Belmont

LOS ANGELES, April 26.—Moses and Raquel Maryena, Mexican nationals, have filed a treble damage suit in Federal Court here, against 20th Century-Fox, National Theatres, and Belmont Theatre Corp., seeking \$880,935.51 in damages plus \$7,148.17 in back rent on the Belmont theatre here which they own.

Complaint says defendants obtained a lease on the theatre in 1949 for 15 years at \$2,187 per month, and that they closed down the theatre when divestiture ordered under the consent decree was effected.

Nicollet & Eleventh File \$870,000 Suit

MINNEAPOLIS, April 26.—The Nicollet and Eleventh Corp., former operator of the Lyceum Theatre here, has filed a suit asking \$870,000 from Minnesota Amusement Co., RKO Orpheum and major distributors charging that they prevented the Lyceum from buying first-run product from 1946 to 1948 after the legitimate house had been converted to film operation at cost of \$100,000.

No AFM Objection to Coronation Music

JAMES C. PETRILLO, president of the American Federation of Musicians of the U. S. and Canada (AFM), in answer to a cabled query from the British Musicians Union, gave assurance that the Federation would interpose no objections to the distribution of TV films containing music of the Coronation within the United States and Canada, according to the AFM head.

The amusement industry collected \$108,486 during the recent "Brotherhood Week," compared to \$81,198 in last year's drive, it was announced here at the weekend by Sol A. Schwartz, national chairman of the amusements division. Schwartz said the gain of \$27,288 was attributed to the extra efforts of theatremen throughout the country.

Theatres have turned in \$46,100 so far this year, while last year's total was only \$17,000, Schwartz said.

RKO Radio to Drop Sioux Falls Branch

MINNEAPOLIS, April 26.—RKO Radio's branch in Sioux Falls, S. D., will be discontinued at the end of the week and manager Sherm Fitch will be transferred to the Minneapolis sales staff. However, it is reported that Fitch will keep a sales office in Sioux Falls but all physical distribution will be handled from here. The consolidation of the Sioux Falls territory with that of Minneapolis is in line with the company's economy program.

Arvid Olson, salesman under Fitch, will be shifted to the Omaha exchange. Ralph Meyers, another salesman in Sioux Falls, is leaving the company.

U.S. Sues Cinecolor On OPA Violation

LOS ANGELES, April 26.—Because Cinecolor raised its rates to producers on April 15 last year allegedly without obtaining authorization from the Office of Price Administration to do so, and overcharged \$13,040 for its services on five pictures processed thereafter, the Federal Government yesterday filed suit for treble damages totalling \$39,120.

Although the OPA control which Cinecolor assertedly violated no longer exists, and Cinecolor has undergone a change in management, the government feels OPA ceiling violators, reportedly numerous in all fields, should be prosecuted to the fullest extent, according to Assistant U. S. Attorney Alden F. Houck.

U. A. Filing in Towne Theatre Case

CHICAGO, April 26.—David Levinson, representing United Artists, was to file a motion in U. S. District Court here at the weekend asking for time to file an exception to master-in-chancery William Saltiel's report to Justice Campbell in the Towne Theatre case. Unless an extension is granted the time limit for filing exceptions is 10 days from the time the master's report is submitted.

Saltiel's recommendation was that United Artists stock in the Towne Theatre be returned to the Towne Corp. and that U. A. not be permitted to share in the Towne judgment against major film companies.

Coast-to-Coast TV, Radio Campaign Set for WB's 'Beast'

The industry's first Coast-to-Coast television and radio campaign blanketing all distribution areas in the U. S. has been set for the promotion of "The Beast from 20,000 Fathoms," which Warner Brothers has scheduled for a 500-city premiere beginning June 1, the company stated.

Terry Turner and Don Thompson of General Teleradio, Inc., have been engaged to work with the Warner advertising department to make special television and radio spots and to work with Warner field men in setting up proper placements for a complete national saturation job on television and radio, it was disclosed by Mort Blumenstock, WB advertising-publicity vice-president.

Blumenstock stated that this cross-country sweep of TV and radio is tied into, but does not supersede, the usual cooperative newspaper campaign.

NCA Set for Court Fight on Pre-releases

MINNEAPOLIS, April 26.—North Central Allied is prepared to go to court to fight the next attempt by a major film company to withdraw a picture from regular clearance for a pre-release policy, Ben Berger, NCA president, declared here.

He charged that pre-releases were "sounding the death knell of small subsequent runs." NCA's plan to go to the courts, he added, has been approved by national Allied general counsel Abram Myers and would be submitted for final approval to NCA's board on May 4.

Grainger Presiding At Dallas Meet

DALLAS, April 26.—James R. Grainger, president of RKO Radio Pictures, will arrive here tomorrow from Hollywood to conduct sales sessions with district and branch managers of the Southwestern area. Attending the meetings, which are part of RKO's "25th Anniversary Sales Drive," will be Ben Y. Cammack, Southwestern district manager, and branch managers S. M. Sachs, Dallas; R. V. Reagin, Memphis; R. B. Williams, Oklahoma City.

On Wednesday and Thursday Grainger will conduct similar sessions in New Orleans with Southeastern district manager David Prince, and branch managers I. P. Stone, Atlanta; R. F. Branon, Charlotte; J. R. Lamantia, New Orleans; Cam Price, Jacksonville. On Friday, he will fly to his headquarters in New York.

Register Name Change

ALBANY, N. Y., April 26.—National Drive-in Theatre Institute, Inc., which registered a certificate here some months ago, has changed its name to National Theatre Institute, Inc. Saslow, Block and Sonnenschein of New York City, were filing attorneys.

Get Set With Paramount For An Exciting "Run"!

"JAMAICA RUN"

Color by **TECHNICOLOR**

Variety notes:
"Notable assets—

Jamaica
backgrounding
and theme of
shipwreck. Both
suggest pay-off bally
playing up intrigue
in exotic spot!"

That beautiful
boxoffice Dahl,
never so
glamorous

Milland in
a suspense-
and-danger
role

starring
**RAY
MILLAND**
**ARLENE
DAHL**
**WENDELL
COREY**

IN JUNE comes this
great popular entertainment
of sultry love and
sudden death...from the
Saturday Evening Post novel

Corey in
a thrilling
action-
performance

with **PATRIC KNOWLES · LAURA ELLIOT** • Written for the Screen and Directed by **LEWIS R. FOSTER** • From a novel
by Max Murray • A Clarion Production • A **PARAMOUNT PICTURE**

Achieve 3-x-5 Ratio With Shorter Lens

By using a shorter focal length lens and a wide screen, some theatres are getting a Cinerama or Cinema-Scope effect with an aspect ratio of three-by-five. National Theatre Supply Co. here reports a definite trend toward this type of exhibition. Among theatres in this area that have adopted the process are the Bliss in Sunnyside, L. I., and the Palace in Orange, N. J. One of the first houses to use the system was the Rivoli on Broadway which currently is presenting "Salome" on an aspect ratio of 3.40-by-five.

The effect is achieved by reducing the lenses to one-half to three-fourths of an inch shorter than the focal length ordinarily in use. The only other requirement, according to National Theatre Supply, is filing the aperture plates and the installation of a wide screen. National services the manpower for the filing.

The Beacon in East Orange, N. J., has installed the system.

See Theatre Sales Spurt When 3-D Set

The theatre real estate market is active insofar as interest in purchasing theatres with early runs is concerned, but transfers in the "fringe" category have been sluggish in the last six months, according to theatre brokers here. There is an opinion among brokers that many prospective buyers of theatres are waiting to see what the ultimate outcome of the 3-D and wide-screen developments will be in regard to standardization before acquiring houses. Real estate men look for a greater rush for theatres when the issue has been settled.

While the demand for early run theatres is not exceeding the supply at this time, sales and leases have been "satisfactory," one broker said.

Circuits affected by divestiture orders are offering some of their theatres at book value, it was said, instead of their market value. This policy has curbed extensive sales and the opinion was expressed by some brokers that the circuits would have to adjust their deals before sales can be made on a large scale.



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Television - - Radio

with Pinky Herman

PARAMOUNT'S newest star, Rosemary Clooney, will NBCommence a new series of radio programs, May 5, to be heard Tuesdays and Fridays at 8:15 P.M., to originate in Hollywood. . . . Joan Davis just bought a 36-foot cabin cruiser and named it—"I Carry Joan." . . . An exciting series of 15-minute TV films (26 episodes), "Wild Life in Action," depicting struggle for life by animals and undersea denizens, is being distributed by Lakeside TV Co. . . . Of all things, a disk jockey with acute laryngitis. And believe it or not, that's what happened to Ed Sawtell, popular young deejay at WJLB, Detroit. . . . Arthur Godfrey may not be aware of the fact that Garry Moore, who'll pinch-hit on his "Talent Scouts" simulcasts CBStarting May 4, was born in Baltimore where Arthur himself started his radio career. . . . Alan Sands and Stan Dreben have taken over the writing assignment on the Arlene Francis-Bill Cullen quizzer, "Fun for All." . . . Gloria Swanson's party for NARTBigwigs convening at L. A., will be held this Wednesday, not Thursday, as originally planned. . . . When producer of "Eye Witness" Perry Lafferty taught a TV course at Sarah Lawrence College, one of his pupils was Joan McLellen (who is now his assistant). . . . To help take care of contestants' tots, producer Peter Arnell has arranged for a play room to be fitted out adjacent to CBStudio 61 where "Wheel of Fortune" originates. That's Arnell of an idea, don't you agree? . . . Tunesmiths Walter Bishop and Fred Norman have been signed to compose an original score for the forthcoming all-Negro GI musical, "Two Joes from Georgia." . . . The Cartoonists of America will hold their annual outing June 2 at Fred Waring's Shawnee on the Delaware Estate. If the maestro don't get enough laffs he will when the songpluggers descend en masse the following Tuesday.

★ ★ ★

Dennis James' new radio series, "Turn to a Friend," which ABCommenced three weeks ago as a five times a week (11:30 A.M.) series, is sure-fire, having brought in 15,301 pieces of fan mail in that period. Meanwhile his "ABChance of a Lifetime,"



Dennis James

TVieved Thursdays at 8:30 P.M., has again been renewed. . . . The Language Division of the Smithsonian Institute has been enriched with a master tape recording which includes the voices of Americans residing in every state of the country. The impressions were taken during interviews by Emcee Jack Bailey, screening contestants for the TVehicle, "Queen for a Day." . . . Don't believe rumors about Jackie Gleason going to the Coast to make a flicker when his TV CBSHow takes a summer hiatus after the July 4 stanza. Last year the rotund comic spent the two-month "vacation" making personal appearances and really knocked himself out. So this year he plans to relax. Meanwhile, his announcer, Jack Les-coulie, who has likewise been doing a bang-up job on Garroway's "Today," has nixed offers by four nets to sign up exclusively. . . . Producer Laurence Schwab, jr., is back from Florida where he looked over possible locations for his forthcoming motion picture feature, "Experiment in Crime," written by Philip Wylie. With a distribution deal with a major ready to be inked, pix will go into production in September.

★ ★ ★

Local TV producers are overlooking a terrific bet by not bringing Philadelphia's Ginnie Stephens to New York. The WCAU songstress has a million dollars worth of looks, with personality and voice to match. . . . Bob & Ray start a new TV series over NBC tonight at 7:30 and add another radio NBChore next Monday when they tee off on a new midnite platter-spinning show. . . . Jim Coy, NBT newscaster, has been signed to appear opposite William Frawley in three commercial films for Caterpillar Trailer Corp. Frawley will fly East for the stint. . . . Mort Lawrence, announcer on "The Big Payoff," started his career as an actor on WCAU in 1932, which explains his easy-to-listen-to commershills. . . . He'll do anything for a gag. When Garry Moore offered to "give-away" announcer Durward Kirby to the writer of the best letter on "Why I Want Kirby" contest, one of the letters received protested priority rights to D. K. dating back to June 7, 1941. It was signed, MISSUS Durward Kirby. . . .

Academy Television Committee Named

Hollywood, April 26.—A new standing committee on television has been appointed by Charles Brackett, president of the Academy of Motion Picture Arts and Sciences.

Under the chairmanship of Johnny Green, the committee will consist of Bob Hussey, Hal Mohr, Norman Siegel and Lyle Wheeler. The committee, it was stated, will consider all proposals and suggestions from the television industry which may affect the general work of the Academy.

Two More Features For Va. Convention

RICHMOND, Va., April 26.—Two more features for the annual convention of the Virginia Motion Picture Theatre Association, to be held May 5-7 at the Hotel Chamberlin, Old Point Comfort were announced by convention co-chairmen Syd Gates and Leonard Gordon.

George C. Ritch and Standard Vendors, Inc., Baltimore, will give a round-trip to New York for two, accommodations at the Waldorf-Astoria Hotel, and tickets to Cinerama to some exhibitor present at the convention. The winner will be announced at the banquet on May 7. Irving Mack and Filmack Trailers, Chicago, have donated two mantle clocks to be given as door prizes to exhibitors.

MGM Tests Stephens' Stereophonic Sound

HOLLYWOOD, April 26.—M-G-M has signed contracts with Stephens Manufacturing Corp. of Culver City, manufacturers of high fidelity sound equipment, for immediate delivery of the company's ODS (omni-dimensional stereophonic) sound systems for use in 3-D experimentation now being carried on at the studio.

Sharp Cut in Cost Of Tru-Stereo 3-D

HOLLYWOOD, April 26.—Tru-Stereo's 3-D camera equipment can now be made available to independent producers for \$5,000 and a small percentage, it was announced here by Al Zimbalist, president of Tru-Stereo Corp. Previously announced price was \$15,000.

Mexico Unit Sets Ten 3-D Pictures

MEXICO CITY, April 26.—The brothers Santiago and Manuel Reach, in association with Jacques Gelman, have disclosed plans to produce 10 three-dimensional pictures here. Santiago is president of Posa Films, maker of pictures starring Cantinflas; the comedian will play in one of the 3-D films.

SEG Approves Contract

HOLLYWOOD, April 26.—The Screen Extras Guild voted virtually unanimously to approve the new contract covering wage minimums and working conditions in the television film field. Among the increases is an adjustment raising the pay for silent bits from \$40 to \$55.

TOA at SBC

(Continued from page 1)

ager Charles M. Reagan, and William Zimmerman, assistant to the general sales manager of RKO Radio Pictures.

On Friday, the sub-committee is scheduled to hear from spokesmen for the Federal Trade Commission and the anti-trust division of the Justice Department. The names of the officials who will testify will be announced later.

Whether the sub-committee, headed by Sen. Schoeppel (R., Kans.), manages to finish up this week will depend largely on the schedule of the Senate itself. The Senate faces day-and-night sessions on the Tidelands Oil Bill, and it is hard to say just how much this will conflict with committee hearings. A Small Business Committee aide said, however, that "we hope to be able to stick close to schedule."

Following these hearings, according to committee officials, committee investigators may do some traveling and interviewing to "tie up the loose ends," and then the sub-committee will settle down to writing its report and recommendations.

Japanese Gross

(Continued from page 1)

Radio, \$972,835; Universal, \$868,800; Columbia, \$798,175; Republic, \$742,731; United Artists, \$505,980; Allied Artists, \$333,972, and independents, \$1,427,190.

Of the 146 feature films to be licensed during the fiscal year of April, 1953, to March, 1954, each company will receive the following number of import permits:

M-G-M, 17; Paramount, 16; 20th-Fox, 15; Warner Brothers, 14; RKO, 12; Universal, 12; Columbia, 11; Republic, 10; United Artists, eight, and Allied Artists, six; these are MPEA companies. In addition, independent companies will be granted 25 licenses, of which Daiei, which handles Goldwyn and Disney product, will be given seven.

A total of 84 short subjects also will be licensed for importation during the nine-month period, of which MPEA companies will obtain 52; Daiei, 24, and other independents, eight.

Dollar remittances under the new pact are limited to 30 per cent of gross earnings from both features and short subjects. The balance of earnings will be blocked.

Launch Palsy Drive

(Continued from page 1)

tinue through May. New York City's goal is \$1,000,000.

Theme of the rally will be a pledge by the children of America to help children with cerebral palsy. Participating will be representatives of the Boy Scouts, Girl Scouts, and other youth organizations.

Sommerfeld Making 25-Inch Magazines

Lou Sommerfeld, Inc., New York, has begun manufacture of 25-inch, 5,500-foot projection magazines, and is prepared to make shipments commencing Friday, according to company head Lou Sommerfeld.

CinemaScope Theatre Debut

(Continued from page 1)

Sound origination in the several sections of the orchestra was distinct and true. In most other instances it was less noticeable, obviously testifying to its ability to aid in achieving greater realism without distraction.

The picture quality on the huge screen was very good, whether in close-up, large or small interiors or sweeping exterior scenes.

In addition to generous samplings from "The Robe" and "How to Marry a Millionaire," now in production in CinemaScope, the demonstration included shots of the New York skyline, harbor and river scenes; winter sport scenes at Sun Valley, Idaho; airplane shots featuring David Wayne and Charlotte Austin, speedway automobile races and Marilyn Monroe's rendition of "Diamonds Are a Girl's Best Friend," from "Gentlemen Prefer Blondes" (made in 2-D).

The latter evoked, perhaps, a shade warmer response than other demonstration footage from the preponderantly male audience which had interrupted its sleep to be at the theatre at 9:00 A.M., the demonstration having been held prior to the regular morning opening of the Roxy.

The stereoscopic illusion of CinemaScope is not pronounced in many of the scenes shown at the demonstration. Nevertheless, the magnitude of

the screen and the fidelity of the picture achieve a high degree of realism which, with the stereophonic sound, often attains a life-like or stage-like effect. Accordingly, the imagination finds it easy to supply the third dimension, or not to mark its absence, as the case may be.

The screen has a horizontal curvature of five feet. At the Roxy, its width makes it not the center of the proscenium but the entire proscenium. The company's claim that CinemaScope makes every seat in the theatre a good one for the patron, is well grounded. Views from down front and at the extreme sides and rear of the Roxy's huge auditorium were markedly lacking in distortion.

The theatre showings here were repeated Saturday and yesterday and will continue this morning and tomorrow morning. Demonstrations in most key cities, beginning with Philadelphia, Detroit and Chicago, will follow.

It seems safe to predict that showmen everywhere will find CinemaScope an exciting innovation in motion picture presentation, one which gives their business not only a new look but a new outlook, as well.

Comment on the studio demonstration of CinemaScope was published in MOTION PICTURE DAILY on March 19.

CinemaScope Cost

(Continued from page 1)

of 100 per day, with 2,202 applications filed to date. He forecast that 1,500 theatres would be equipped with CinemaScope by the end of the year and 12,000 to 13,000 theatres by the end of 1954. At the beginning, he added, installations will proceed at a slower pace until the availability of equipment catches up with the demand.

Lichtman explained to the hundreds of exhibitors in the audience how 20th-Fox plans to fulfill orders. Following the receipt of an application, he said, a company manufacturing stereophonic sound equipment will be notified. He mentioned RCA, Altec and General Precision Laboratories, although, he added, any other stereophonic manufacturing company could be procured by the exhibitor. The stereophonic manufacturing firm, he continued, will survey the theatre for its installation needs, supplying the sound equipment, while 20th-Fox will supply the screens and lenses. The CinemaScope screen, Lichtman added, is an all-purpose one, good for any process but Cinerama.

Lichtman disclosed that progress is being made to simplify the sound system by putting the three sound tracks on one film. He said that this development will be achieved within days.

Say 500 Houses Set For WarnerPhonic

HOLLYWOOD, April 26.—More than 500 theatres have contracted for installation of WarnerPhonic sound, according to Warner Brothers studio here, developers of the system.

The WB sound department reveals that Altec-Lansing Corp. has orders for equipment for 300 theatres, RCA has 150, and International Projector has orders from 232 theatres.

Michigan Meeting

(Continued from page 1)

hibitors called expressly to hear firsthand information on third dimension.

A full day will be devoted to drive-ins with speakers on construction, planning, projection, concession operation, sales promotion, film buying and insurance. Meetings and luncheons will be held at the Bel-Air Drive-in which is operated by Charles Komer and Adolph and Irving Goldberg of Community Theatres.

Pearce Parkhurst of the Lansing Drive-in in Lansing, is general chairman of the convention committee.

The question of arbitration, alleged unfair pricing of films and increased admissions will highlight the address of Wilbur Snaper, president of Allied, to the convention on Tuesday.

Ernest T. Cohlon, executive secretary of Michigan Allied, said other speakers will include Abram F. Myers, Allied general counsel; Samuel Pinanski, a member of the triumvirate governing the Council of Motion Picture Organizations, and Senator Homer Ferguson.

Superior

(Continued from page 1)

Adjectives were spread around freely.

Several independent exhibitors who were contacted by MOTION PICTURE DAILY after the show said they expected to make immediate inquiries regarding early installations. Exhibitors with small theatres said they were certain that the correct ratio could be obtained to get the desired effect.

Among the many who commented on the demonstration were:

DAVID WEINSTOCK, circuit operator: After 47 years in this business, I see a new era that will bring back prosperity to all of us.

WILBUR SNAPER, national Allied president: A wonderful presentation. I believe it will be adaptable to almost every type of theatre.

MAX A. COHEN, circuit operator: It was sensational.

LESLIE SCHWARTZ, vice-president of Century Circuit: I enjoyed it greatly. It has great possibilities.

EDWARD LACHMAN, chief Barker, Variety Club: How can anybody help liking it? I hope to be able to install it in my houses when possible.

EMANUEL FRISCH, circuit operator: It opens new horizons for the industry. I see sensational possibilities.

NED DEPINET, RKO Pictures consultant: Simply marvelous.

OSCAR DOOB, Loew's Theatres: Great and very interesting.

HARRY GARFMAN, business representative of Local 306: This brightens up the whole industry and will bring back the public.

JACK COHN, vice-president, Columbia Pictures: It's terrific.

GRAD SEARS: Wonderful is the word for it.

WALTER FUTTER, producer: This is "it." If all Fox stockholders could see it, there would be no proxy fight.

RUSSELL DOWNING, managing director of Radio City Music Hall: It was excellent.

IRVING BRECHER, circuit operator: I thought it was good on the Coast, but it is much better in a theatre.

Repeal Bid

(Continued from page 1)

however, the effect of present admission taxes upon the industry. If persons are staying away from the movies because of these taxes, that is not only harmful to the industry but to the government as well, since the government is in effect responsible for setting up a situation taxwise which tends to decrease its own revenues."

ATTENTION

Film Producers Interested in the 16mm Foreign Language Market:

The DeVry Corporation will display a 16mm magnetic sound re-recording equipment which will solve your foreign language film conversion problems. Call the DeVry Corporation suite at the Statler Hotel, Los Angeles, California, during the Society of Motion Picture and Television Engineers' Convention Week.

Equipment displayed by invitation only.

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BRIGHT SPOT!

The Bureau of Labor Statistics records the sad news of a 90.8% average increase in the cost of your *basic living needs* from 1939 to 1952. The Exhibitors Digest adds to the gloom by reporting an average jump of 98.9% in the cost of *theatre equipment and supplies* from 1940 to 1952.

Compare these costs with the negligible increase, IF ANY, you've given NSS during these years of soaring prices and observe the BRIGHT SPOT... put in your price picture by the Prize Baby.

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Problems Trail Uniformity of New Film Media

Wolfson Tells SMPTE New Techniques Needed

LOS ANGELES, April 27.—Three problems face the film industry after standardization of new exhibition media has been achieved, Mitchell Wolfson, former president of the Theatre Owners of America, said here today at the 73rd convention of the Society of Motion Picture and Television Engineers.



Mitchell Wolfson

The problems in the order of their importance he said, are (1) improved light source, (2) a not-too-costly screen with a picture surface

(Continued on page 6)

SMPTE Meet Opens On Earnest Note

LOS ANGELES, April 27.—With registrations past the record-breaking 800 mark and still mounting steadily, the 73rd semi-annual convention of the Society of Motion Picture and Television Engineers opened here today at the Statler Hotel in the face of "unusual" California weather.

President Herbert Barnett keynoted the earnestness which is the convention theme when he said in his opening remarks at a luncheon meeting, "Not since the advent of sound has the

(Continued on page 3)

150 at Opening of Mich. Allied Meet

DETROIT, April 27.—The 34th annual convention of Allied Theatres of Michigan opened today with more than 150 exhibitors attending.

John Vlachos, president, was unable to attend due to sickness. Pierce Parkhurst of the Lansing Drive-in, chairman of the convention committee, took over.

Leon J. Bamberger, sales promotion manager of RKO Radio, addressed the

(Continued on page 3)

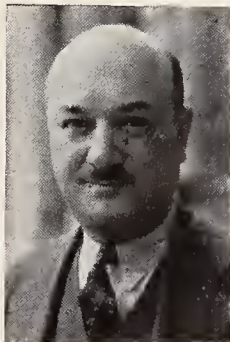
Oregon Exhibitors Expect Aid from 3-D

Portland, Ore., April 27.—At a special meeting of Oregon exhibitors held at the Benson Hotel, it was the consensus that three-dimensional pictures will help materially in increasing theatre box offices in this area.

This, however, has not helped them over the last two weeks when box-office receipts skidded to a new low, due in part to the many outdoor attractions, television and a home show that drew 15,000.

Theatre TV Very 'Alive'

The wide interest in CinemaScope, 3-D and other new forms of exhibition has not diminished the potentialities of theatre television, according to Sam Pinanski, partner in American Theatres Corp. of New England. Pinanski said here yesterday that there may be a lull in new large screen TV activities at present but that theatre TV projects such as Eidophor have a definite place in this industry.



Sam Pinanski

Pinanski indicated that the develop-

(Continued on page 6)

'New Look' Screens Pay Off on B'way

The combination of product and the "new look" given to screens at some New York first-run theatres is paying off dividends at box-offices this week.

At Radio City Music Hall, featuring "Shane" projected on the wide-screen sponsored by Paramount Pictures, an excellent \$150,000 is forecast for the first week. The three-dimensional "House of Wax" at the Paramount is due to take in a sturdy \$100,000 for its third week. Eddie Fisher, the current Paramount stage headliner, returned for the third show yesterday following his collapse on stage Sunday evening due to fatigue.

At the Globe, a lively \$19,500 is

(Continued on page 3)

FCC Okays 3-D TV Tests by AB-PT In Los Angeles

WASHINGTON, April 27.—In the first grant of its kind, the Federal Communications Commission today authorized American Broadcasting-Paramount Theatres to broadcast experimental 3-D television programs.

The authorization is for AB-PT's Los Angeles television station, KECA-TV and covers the period from now to May 15.

The 3-D television programs are being demonstrated for the National Association of Radio and Television Broadcasters' annual convention, which is meeting in Los Angeles this week.

The 3-D broadcasts will be made for a limited time during the station's regular operating hours. They will appear scrambled on the screen, but viewers will have polarized glasses which will straighten out the black-and-white image.

CinemaScope Showings End

Twentieth Century-Fox today will wind up five days of CinemaScope demonstrations at the Roxy Theatre here, with reactions batting almost 100 per cent on the favorable side, according to statements made by the viewers. During the last three days, the demonstrations were presented primarily for stockholders, Wall Street brokers and out-of-town exhibitors.

A majority of the contacted stockholders were enthusiastic over the medium's possibilities. Charles Green, whose proxy fight with the management currently is in the industry spotlight, attended the showing on Sunday, along with other shareholders associated with him. Green, himself, declined to comment on his reaction. He

(Continued on page 6)

CinemaScope Costs As High as \$25,000

By MURRAY HOROWITZ

The cost of equipping theatres with CinemaScope will vary from about \$10,000 to \$25,000, according to the size of the theatre, Al Lichtman, 20th Century-Fox distribution director, stated here yesterday.

Lichtman said his estimates covered the three major components of the CinemaScope process, which are the screen, the stereophonic sound system and the required lens for the pro-

(Continued on page 6)

TOA Hits Bids, Pre-Releasing, At US Hearing

Starr Wants Justice Dep't To Give Injunctive Relief

By J. A. OTTEN

WASHINGTON, April 27.—Alfred Starr, president of the Theatre Owners of America, declared today that the only solution to the industry's recurring trade practice problem is an industry system of arbitration.



Alfred Starr

At the same time, testifying before a Senate Small Business sub-committee, Starr asked that the pre-release method of selling pictures be outlawed by injunctive relief, obtained by the Justice Department.

(Continued on page 3)

Standardize 3-D or Risk Chaos: Gregg

By PETER BURNUP

LONDON, April 27.—A warning that failure to standardize new sound techniques as well as screen ratios may soon bring about marketing chaos and the total jeopardizing of something of lasting benefit to the industry was

(Continued on page 6)

Columbia to Go 100% 3-D, Wide-Screen

Columbia Pictures is going 100 per cent wide-screen, 3-D and stereophonic sound on forthcoming product under a policy which has already become effective. The wide-screen aspect ratio is 1.85 to 1 and all such pictures will be shot side-by-side in true three dimensions.

The first picture to go before cameras under the three-cornered media was "I Ride Alone." "Sadie Thompson" also is getting the same treatment.

Personal Mention

J. R. GRAINGER, RKO Radio president, will be the principal speaker today at the annual convention of Rowley United Theatres Corp. at the Adolphus Hotel in Dallas. **ROBERT J. O'DONNELL**, Interstate Circuit vice-president, will also address the meeting.

HERBERT L. GOLDEN of the amusement industries division of the Bankers Trust Co., will speak at New York University here today on "The Economics of the Motion Picture and Television Industries."

GEORGE T. SHUPERT, vice-president and general manager of United Artists Television, left here yesterday for Los Angeles, accompanied by Mrs. SHUPERT.

CLIFFORD F. POTTS, president and executive producer of Fordel Films, and his wife have returned here from South America.

F. J. A. MCCARTHY, Universal's Southern and Canadian sales manager, will leave here tomorrow for Toronto.

JOHN J. ASH, M-G-M field auditor, has sailed for England and a vacation.

UA Sets Up Music Subsidiary Company

United Artists Music Co. has been formed by United Artists Corp. for the purpose of exploiting and promoting music used in its pictures. The new company also will offer its services to foreign music publishers.

Decision to organize the music subsidiary stemmed from the popularity of the number known as "The Song from Moulin Rouge," also known as "Where Is Your Heart?"

Services Tomorrow For Jack Bowen

John J. (Jack) Bowen, 61, veteran member of the M-G-M sales staff in New York, died Sunday at Methodist Hospital, Brooklyn, of a heart attack. Although he had been hospitalized only one week, Bowen had been in ill health for the past three years.

He joined the old Goldwyn company in 1919 as a booker and was promoted to salesman in 1923. When the Goldwyn company merged with Loew's in 1924, he went to the new M-G-M organization. He was promoted to salesmanager for New York City in 1928 and in 1941 to district manager in charge of New York and New Jersey. In 1951 he was given a special sales assignment in the Metropolitan New York area which he continued to fulfill until his death.

A Requiem Mass will be sung tomorrow at 10:00 A.M. at Our Lady of Cenacle Roman Catholic Church at Richmond Hill, Long Island. Bowen is survived by his widow, Till, and three sisters.

N.Y. Paper Urges Admission Tax End

The New York *World-Telegram & Sun* yesterday came out editorially against the continuance of the Federal 20 per cent admission tax, declaring that the levy "by all means" should be lifted.

Congress Attacks Vs. Tax Continue

WASHINGTON, April 27. — Senator Morse, Oregon independent, told the Senate that "theatres of the country are being subjected to a very discriminatory tax that is working a great hardship on them."

Morse said he felt that "we ought to get rid of theatre admission and excise taxes, if not entirely, then substantially." He declared that the admission tax was especially burdensome on theatre owners "in view of the increasing public appeal and competition of television."

The Oregonian inserted in the *Congressional Record* a long statement against the admission tax, submitted to him by Jack Matlack, spokesman for the Council of Motion Picture Organizations in Oregon.

Rep. Tollefson (R., Wash.) has inserted in the *Congressional Record* an editorial from the *Seattle Post-Intelligencer* attacking the tax.

Pollack Fox Counsel In the Green Case

Milton Pollack has been retained by 20th Century-Fox as special trial counsel in the law suit brought against the company by Charles Green, stockholder currently engaged in a proxy contest with 20th-Fox management.

A few years ago, Pollack represented a group of National Theatres' stockholders in an action against the circuit, winning the decision.

4 Loew's Mgrs. Promoted

Murray Lenekoff, who has managed Loew's Victoria here for a number of years, will become manager of Loew's State on Broadway, succeeding Sam Pearlman. Howard McCoy will move from the National, Bronx, to the Victoria. Seymour Brond of the Fairmount, will move to the National. Irving Gross, formerly at Loew's Victory, now closed, will become manager of Loew's Fairmount.

Edward Sargoy's Father

Isaac Sargoy, father of Edward A. Sargoy of the law firm of Sargoy & Stein, died Saturday morning at University Hospital here. Services were held at the Park West Memorial Chapel yesterday.

Rian James, Author, 53

HOLLYWOOD, April 27.—Rian James, author of 17 books and a score of films and plays, died yesterday in a hospital in Newport Beach after a four-month illness. He was 53.

NEWS in Brief . . .

WASHINGTON, April 27.—Herbert T. Edwards, long-time chief of the State Department's International Motion Picture Division, has resigned.

Edwards said he had submitted his resignation on April 14 and that it had been accepted by international information administrator Johnson on April 22. William Grenoble, who has been Edwards' deputy for the last 18 months and who has been with the information program for the past four years, is now acting head.

TORONTO, April 27.—J. J. Fitzgibbons, president, of Famous Players Canadian Corp., was honored here tonight at a banquet by the Beth Shalom Congregation when he was presented with the third annual "Brotherhood Award" for his "great contribution" during the past year in promoting goodwill among all races and creeds.

WASHINGTON, April 27.—Motion Picture Association of America president Eric A. Johnston is scheduled to testify next month before the House Ways and Means Committee in support of legislation to extend the reciprocal trade agreements program.

DES MOINES, April 27.—Howard Ross has assumed his new position here as manager of the Allied Artists exchange, replacing William Johnson, resigned.

Progress Reported In UJA Campaign

With the active support of an executive committee of 30, the amusement industry drive for the United Jewish Appeal is said by the UJA to be rolling forward in high gear, with goals set for the annual UJA luncheon, to be held on Tuesday, May 26, at the Plaza Hotel here.

The luncheon, at which Dr. Joseph Schwartz will be a guest speaker, is to be a testimonial in honor of S. H. Fabian and Sam Rosen of Fabian Theatres. Adolph O. Schimel is chairman of the amusement division.

Spyros P. Skouras, a member of the steering committee of the division, has accepted the position of corporate gifts chairman in the current drive. Other members of the steering committee are Fabian, Rosen, Barney Balaban and Robert S. Benjamin.

The executive committee of 30, includes Maurice A. Bergman, Harry Brandt, Jack Cohn, Ned Depinet, Leopold Friedman, Emanuel Frisch, William German, Leon Goldberg, Leonard Goldenson, Charles Moskowitz, Charles Moss, Louis Novins, Arnold Picker, Milton Rackmil, Harold Rinzler, Samuel Rinzler, Herman Robbins, Manie Sacks, Abe Schneider, Samuel Schneider, Leonard Schneider, Alfred W. Schwalberg, Fred Schwartz, Sol A. Schwartz, Maurice Silvertone, Solomon Straussberg, Morton Sunshine, Albert Warner, Robert Weinstein and Max Youngstein.

FP-C Tax, \$5,680,000

Ottawa, April 27.—Amusement taxes collected by the dominion-wide Famous Players Canadian Corp., Ltd. for the government during 1952 totalled \$5,680,000.

Additional Records Claimed for 'Wax'

Warner Bros.' 3-D "House of Wax" is said to be continuing its record setting pace with new all-time high grosses reported in openings over the weekend in several cities.

At the Paramount, Buffalo, receipts for Friday, Saturday and Sunday hit \$21,972; at the Mastbaum, Philadelphia, the "take" for the same period was \$37,862, with the Stanley, Pittsburgh, recording \$23,594 over Saturday and Sunday.

At Winnipeg, "House of Wax" began its first engagement in Canada over the weekend at the Metropolitan Theatre to a record \$9,534 for Friday and Saturday.

Delay a Decision on 'La Ronde' Case

ALBANY, N. Y., April 27.—The Court of Appeals adjourned the April term without announcing a decision on "La Ronde," French film banned by the Regents on the grounds it was "immoral and would tend to corrupt morals." The Appellate Division last May, after the U. S. Supreme Court determination in "The Miracle" case, voted three to two to uphold the Regents.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

ALAN LADD JEAN ARTHUR VAN HEFLIN

in GEORGE STEVENS' production of

"SHANE"

color by TECHNICOLOR • A Paramount Picture
plus Spectacular STAGE PRESENTATION

NATURAL VISION
3 DIMENSION
WARNERPHONIC SOUND
HOUSE OF WAX
WARNERCOLOR starring VINCENT PRICE
FRANK LOVEJOY • PHYLLIS KIRK
PARAMOUNT TIME SQUARE Midnight Feature

in person
EDDIE FISHER
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THE BEACHCOMBERS
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GET THAT

EXTRA TOUCH of Showmanship

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TOA Hits

(Continued from page 1)

ment amending existing consent decrees.

"We recommend this drastic action," Starr said in a statement to the committee, "because we believe firmly that this pre-release practice is born of the inordinate greed of distributors who are too short-sighted to see clearly its devastating effect upon the entire industry."

As a general rule, however, Starr strongly prescribed arbitration as a means of "settling questions among ourselves." In the nature of the industry's business, he said, "that's the only way to do it." He maintained that the average theatre owner didn't want litigation and said he was convinced arbitration would be used to settle problems between different segments of the industry.

Accept Practice Reluctantly

In asking for injunction relief to bar pre-release selling of pictures, Starr declared that the TOA would "reluctantly accept this practice as a matter for arbitration," but would prefer an amendment to the consent decrees outlawing the practice.

"As exhibitors," he continued, "we have been helpless and frustrated in our attempts to get either method of relief accomplished. We feel that the burden is upon the Department of Justice to set in motion the necessary procedure for compelling distributors to make their choice of method by which relief shall be granted, that is, either by arbitration, or by amendment to the decrees."

Starr was the first witness in what the sub-committee expects to be its final week of hearings on industry trade practices. The committee hopes to hear Loew's general sales manager Charles Reagan tomorrow and three other distributor witnesses during the week, with representatives from the Federal Trade Commission and the Department of Justice winding up the hearings Friday.

Starr suggested that if the committee feels as TOA does, it should ask Justice representatives, when they appear, "why and how they justify their failure to act against the practices that have evolved from the pattern of doing business by pre-release runs with advanced admissions prices?"

Record of Protests

Chairman Schoepfel (R., Kans.) asked what steps TOA had taken to obtain relief from pre-release practices, and Starr replied that he had a record of the protests TOA had filed with the Department of Justice.

Schoepfel then declared that the committee wanted to ask the Department why it had not followed up any of the exhibitor complaints it had received if they seemed "meritorious."

"There have been numerous instances," Schoepfel went on, "of some hesitancy on the part of the Department of Justice to follow up complaints."

Senator Gillette (D., Iowa) again expressed concern over what he termed "monopolistic practices" of the distributors in clearing all local contracts through a central New York City office. Gillette was apparently thinking in terms of all contracts of all companies clearing through a single office. Starr explained, how-

Review

"Young Bess"

(Metro-Goldwyn-Mayer)

Hollywood, April 27

HEREIN IS TOLD in a big and costly way the story of that first Queen Elizabeth of England who was the daughter of Henry VIII and Ann Boleyn. It is a very big picture and it has been produced on an obviously uninhibited budget by the astute Sidney Franklin, with the gifted and deeply understanding George Sidney giving it the finely considered direction which distinguishes all of his works. It is loaded with marquee names—the top four being those of Jean Simmons, Stewart Granger, Deborah Kerr and Charles Laughton—and it is a tonic for tired eyes in the splendor of its color in Technicolor. It is as timely as a coronation, and appears likely to play to coronation-type business.

Now the foregoing could all be quite true and accurate, without adding up to make a good picture, particularly if the people were made to stand still and talk most of the time, and never allowed to get out of a slow walk, a stuffy uniform or a flounce-heavy dress, but that is not, fortunately, the case here, although an exhibitor catching the picture in an exchange projection room could be quite likely to rate it that way. Because the people never do get out of a walk, nor stuffy costumes, and they do stand around talking, talking, talking, a couple of facts that have spelled box-office death for a good many multi-million dollar pictures in the past. But it doesn't work that way this time. For whatever reason—and director, producer, players and writers undoubtedly share credit in this connection—this picture kept a completely unselected audience at the Egyptian Theatre happily quiet throughout its 118 minutes and drew a round of pleased applause at its conclusion. It should play twice or thrice as well to an audience attracted by its own billing, and that's twice or thrice as well as necessary.

The screenplay by Jan Lustig and Arthur Wimperis is based on a novel by Margaret Irwin, and it takes Young Bess from babyhood up to the eve of her succession to the throne. Miss Simmons gives a sharply-defined characterization of Young Bess and Stewart Granger plays with more than his usual conviction the admiral with whom she falls in love. Deborah Kerr's delineation of the widowed queen is her best in a long time, maybe all time. Charles Laughton's Henry VIII is of course the strongest performance in the picture (of the strongest character, to be sure) but he isn't in it long enough (dead, you know) to make his performance competitive with the others.

It is, as the history books require, a sad story, full of frustrated emotions, punctuated frequently by deathbed incidents, and only rarely flecked with humor. The story begins in 1558. The place is the England of that time, principally in the palaces of that England.

Other players in the large cast are Kay Walsh, Guy Rolfe, Kathleen Byron, Cecil Kellaway, Rex Thompson, Robert Arthur, Leo G. Carroll, Norma Varden, Alan Napier, Noreen Corcoran, Ivan Triestault, Elaine Stewart, Dawn Addams, Doris Lloyd, Lumsden Hare, Lester Matthews.

Running time, 118 minutes. Adult audience classification. Release date, May 29.

WILLIAM R. WEAVER

ever, that each company cleared its own salesmen's contracts.

Gillette wanted to know if there were any evidence of "centralization," with companies agreeing among themselves in New York on how local contracts should be handled.

'Good Question'

"That's a good question to ask the distributors," Starr replied.

Starr came out forcefully against competitive bidding, calling it "an inherently dangerous instrument, especially where its use is left to the uncontrolled discretion of the distributors." He charged that the distributors have encouraged the use of competitive bidding, in spite of their "pious protestations to the contrary," and have used it "as a means of obtaining increased film rentals." To conclude otherwise, he stated, "is to refuse to face the facts."

TOA recommended, he said, that competitive bidding be enjoined by amendment to the decrees, or that it be declared a matter for arbitration, "except where insisted upon by the exhibitors."

Schoepfel later asked Starr if it were true that the distributors "negotiate for higher bids with some favored exhibitors prior to the opening date of the bids?"

"I haven't seen it," Starr answered, "but there is ample opportunity for such a practice. The measure of control for such a practice now in the hands of the distributors in regard to competitive bidding is such that they

can do anything they please." He added that it would be very easy for a distributor "to use a bid from one company to get a higher bid from another."

Starr charged that the pre-release method now in use violated the Supreme Court decision in the Paramount case and the consent decrees growing out of it.

"The distributor demands such exorbitant film rental," he said, "that the exhibitor who licenses the picture must increase the admission prices to his theatre if he is to have any profit from the showing. This, we feel, is, certainly, at least an indirect violation of that portion of the decrees . . . which prohibits the distributor from fixing minimum admission prices to be charged by the theatres that license its pictures."

He also described the period of time between the pre-release and second showing of a picture as "a period of clearance between runs." The Supreme Court decision called for a clearance that was "reasonably necessary" to protect the licensee, he declared. "It is our contention," he went on, "that this long time interval between the runs above cited does not meet the test of the Supreme Court, and is, therefore, unreasonable, and hence in violation of the injunctive provision of the decrees."

Starr maintained that "the unrealistic and senseless practice employed by practically all distributors in setting and adhering to a national sales policy for each of their pictures" is largely responsible for current exhibitor troubles.

'New Look'

(Continued from page 1)

indicated for the third week of the three-dimensional "Man in the Dark." Meanwhile, other key houses along Broadway reported business as good. At the Roxy, a fine \$70,000 is seen for the fifth week of "Call Me Madam." A nice \$30,000 is forecast for the fifth week of "Salome" at the Rivoli, while a healthy \$34,000 is predicted for the 11th week of "Moulin Rouge," at the Capitol. The John Huston production has been held over for a 12th week, which begins tomorrow, thereby becoming the new long-run record-holder at the 34-year-old Capitol. The previous record of 11 weeks and two days had been held by "Gone With the Wind."

'Sheba' Due to Hit \$400,000 for 19 Weeks

"Come Back, Little Sheba" at the Victoria is expected to hit a big \$400,000 following the completion of its 19th week next Tuesday. The total estimated gross for the full 19-week run represents patronage by over 400,000 film-goers, it was stated.

Earnest Note

(Continued from page 1)

motion picture industry been required to assume such vast responsibilities. The mass exhibition industry will face a desperate situation unless reliable information on equipment requirements is maintained. SMPTE will endeavor to develop approved standards." Barnett said research conducted so far has been accurate but "only a start" has been made "in the direction of ultimate improvement in entertainment values."

Viewing 3-D motion pictures will benefit many hundreds of thousands of people who do not now know they need visual treatment, R. A. Sherman, Bausch & Lomb vision specialist, told the SMPTE convention delegates this afternoon. Declaring 12 to 15 per cent of the population have eye troubles they are unaware of, but which 3-D will disclose to them, Sherman said, "Beneficial and powerful stimulus from properly produced and properly projected stereoscopic movies will put identifying finger on many of us who, for our own general well-being, need visual attention and have not previously suspected it."

Noting that stereoscope has been in use for visual treatment and training more than half a century, Sherman stated, "motion pictures greatly extend the use of stereoscope in this important field. They remove one of restraining barriers that has limited visual training. Previously, monotony and lack of interest in viewing diagrams and charts in stereoscope challenged ingenuity, resourcefulness and patience of practitioners and technicians."

Mich. Allied Meet

(Continued from page 1)

exhibitors during an afternoon meeting on the subject of "Community Relations." He stressed the value of co-operation between the exhibitor and other business men, pointing out that much of community goodwill is gained through the manager or owner of the town's theatre.

The exhibitors attending ended the day with a banquet at the Hotel Tuller and a visit to the Music Hall, where they viewed "This Is Cinerama."

R. E. Baulch and Kermit C. Stengel of the



R. E. BAULCH President
Crescent Amusement Co.



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JOHN FORD'S

SHINES BRIGHT

beautiful theater in the South

THE THEATER, NASHVILLE

THURSDAY, APRIL 30th

Showings End

(Continued from page 1)

said yesterday, however, that he would discuss his personal opinion in letters to stockholders.

One Green associate, however, said he was impressed by CinemaScope but withheld detailed appraisal.

Typical of exhibitor comments were those of a large operator and of a small town theatre owner. Sam Pinski, president of American Theatres Corp. of New England, declared yesterday that "CinemaScope is what we have been waiting for," adding that "it opens new horizons." Tom Hanlon, who operates a 500-seat theatre in Bridgton, Me., said "20th-Fox really has something. It's wonderful. I've already ordered equipment for my house."

Further demonstrations will be held this week in Philadelphia, Chicago and Detroit. A special midnight performance was given last night at the Roxy. Spyros P. Skouras and Al Lichtman, president and distribution director, respectively, will attend the out-of-town showings. Under vice-president Charles Einfeld's direction, publicity staff members will cover the three-city previews. Assignments are: Meyer Hutner, Chicago; Ira Tulipan, Philadelphia; Eddie Solomon, Chicago and Detroit; Charles Cohen, Detroit.

Rice to Assist Hendricks

HOLLYWOOD, April 27.—Bill Rice has been appointed assistant studio publicity director of Warner Brothers and top aide to Bill Hendricks, it was announced here.

Uniformity of New Media

(Continued from page 1)

which will be compatible with new and old type pictures and (3) an educational program by the engineers so that there will be no mis-use of the attained goals.

"As a member of the motion picture industry," Wolfson said, "I for one am a little embarrassed that outside capital took techniques which we, for years, knew existed—and with them stampeded us into such precipitous action. But mingled with embarrassment is a good measure of elation over the fact that the industry is on the move. Apparently, we have quit wringing our hands in despair and are now using that energy to bring the motion picture up more fully to its potential."

Wolfson asserted that exhibitors have been "romanced, cajoled, wheedled, high-pressured and, in some measure, I think deluded somewhat as regards these new techniques." He pointed out that experts who are called in to make surveys for the new media do not know anything about the new process and would not know what to survey if they came to the theatres.

"If all this sounds as though I am irked by these happenings, please discard that thought," Wolfson said. "We may be confused but it is a happy confusion because, as I said before, it's a sign that the industry is on the move; that people in the industry are out to improve it and not just out to bring a lawsuit—which seems to be the favorite pastime of the last decade."

Wolfson urged the engineers to use

caution in the new medium because "we cannot afford to nor will we change our booth equipment and screen every time the picture changes."

Turning to the subject of drive-ins, Wolfson predicted that the trend would be to the "twin drive-in," where different pictures will play on different sides of the lot, so that a patron can pick the picture he wants to see. He also expressed hope for cheaper shipping costs of film, asserting that in this day of synthetics, shipping cases can be made lighter and yet as durable.

Wolfson stressed the importance of theatre television, stating that this medium can and will bring culture to Main Street and wider knowledge to the citizens of every town. He said the revenue-producing potential of theatre TV had not yet been tapped and that its importance had been overlooked by many.

CinemaScope Costs

(Continued from page 1)

jector. It was inadvertently stated in yesterday's MOTION PICTURE DAILY that the cost of equipping a large theatre with CinemaScope would be about \$12,000. That figure, Lichtman explained, covered the cost of the stereophonic sound for a large theatre.

The 20th-Fox distribution head said the complete CinemaScope package for large theatres would not exceed \$25,000. For medium sized theatres, seating between 1,500 to 2,000, the cost would be from \$15,000 to \$17,000, Lichtman estimated, while the cost to smaller theatres would not exceed \$12,000 and might be as low as \$10,000.

Lichtman said it was difficult to offer hard and fast estimates, explaining that each theatre poses particular problems regarding the screen and the sound. He held out the possibility that the costs may eventually come down some as the manufacture of equipment is stepped up. Lichtman added that 20th-Fox has to date received 2,500 applications for CinemaScope and expects many more during the course of the week, with CinemaScope demonstrations slated for Chicago, Detroit and Philadelphia.

Buffalo Century to UAT on Friday

BUFFALO, April 27.—The Century Theatre, operated for a decade by the Max Yellen interests, will be taken over Friday by the Buhawk Corp., a subsidiary of United Artists Theatres. The new operators will immediately install its new Todd-American Optical projection process, now being tested in the local Regent theatre, recently leased by the UA circuit for four months.

Theatre TV

(Continued from page 1)

ments in wide-screen and 3-D plus the rush by producers to supply the product necessary for such projection had taken the edge off of theatre television for the time being. However, he said, the showing of important current events on theatre screens via television is just as alive today, insofar as planning is concerned, as it was six months or a year ago.

Standardize

(Continued from page 1)

sounded by Westrex's Eugene S. Gregg on his arrival here from New York.

Understandably, Gregg looks upon stereophonic sound as an essential ingredient in any wide-screen development. He claims that stereophony is a technician's headache compared with the relatively straightforward technical problems involved in either stereoscopy or wide-screen. Until standardization is achieved, not only in screen-ratio but sound, the hands of sound-technicians are tied, Gregg said, adding that the industry simply cannot afford two or three different sound reproduction methods.

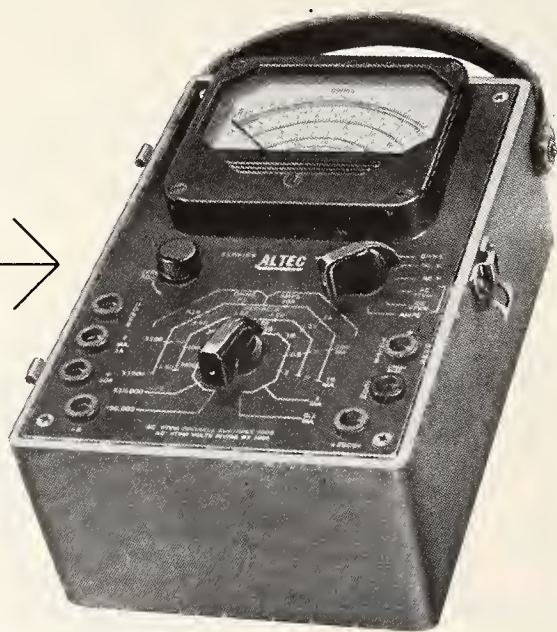
Gregg estimates that the cost of installation of multi-channel sound will run from around £3,000 to £5,000 per theatre. He points out that equipment will require to be tailored to a given theatre's size and acoustic properties, which entails in turn an individual survey of every house. The financial aspect of the change-over makes for "a tremendous problem" to the industry, Gregg concedes. Equipment companies could not be expected to shoulder the whole of the colossal burden. "We consider always the financial position of our customers," he said. "We visualize that equipment will be made available to British exhibitors on rental terms."

Gregg told newsmen that Hollywood producers had still to make up their minds whether to use the double or single film method. Some people, he said, favored five tracks and even a nine-track recording had been proposed. Screen illumination posed another problem, he declared. He felt the adequate illumination of a 65-foot screen called for at least 200 amps, which was far in excess of a theatre's orthodox equipment. Whatever standard was set in either field Westrex engineers were prepared for it, but the moment of decision had come for the industry, Gregg said.

Gregg left here for Rome where he will report on the new developments to his European and North African representatives. From there he will go to Vienna.

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the Producer
who is a
Perfectionist...



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Censor Repeal Wins Vote Of O. Senate Unit

Okays Mosher Bill By Margin of 5 to 3

COLUMBUS, O., April 28.—The State Senate Education and Health Committee today approved the censorship repeal bill of Sen. Charles Mosher by a vote of five to three. One member of the nine-man committee was absent.

The bill now goes to the rules committee and then will be placed on the Senate calendar for a hearing on the floor. It will then go to the House for action.

Passage of the measure by the Education and Health Committee marks the first successful step in the campaign spearheaded by the Independent Theatre Owners of Ohio for the repeal of the state censorship law.

Repeal of the Ohio law would not constitute a complete surrender of state control over the medium, it was stated in a brief submitted here last night at committee hearings on Mo-

(Continued on page 2)

Fox Special Vote Is Aimed at Green

In a letter to 20th Century-Fox stockholders made public yesterday the company's management asserts that the proposal to eliminate cumulative voting, which will be acted upon at a special meeting of stockholders in Wilmington, Del., next Tuesday, is primarily designed to lessen the chances of the Charles Green dissident stockholder group gaining representation on the 20th-Fox board.

"This proposal," the company's let-

(Continued on page 7)

Smpte Meet Hears Papers on 3-D

By WILLIAM R. WEAVER

LOS ANGELES, April 28.—The Society of Motion Picture and Television Engineers took to buses for its second day, visiting CBS Television City in the morning and the Academy Awards Theatre in the afternoon. Registration at dusk was crowding 1,000.

The afternoon session included pa-

(Continued on page 2)

111 Congressmen Helped Tax Fight

Washington, April 28.—A total of 111 members of Congress have either appeared before the House Ways and Means Committee or filed statements with the Committee in support of the Mason Bill to exempt motion picture theatres from the admission tax, according to Committee officials.

They said they thought this was an all-time record for Congressional support of any tax bill. Forty-three members actually testified at the hearings last week, and the rest have submitted statements for the record since the hearings.

'Drive-in-Day' at Mich. Allied Meet

DETROIT, April 28.—Allied Theatres of Michigan, holding its 34th annual convention at the Tuller Hotel here, dubbed today "Drive-In-Day."

Special buses took Allied members on a round of five different drive-ins in the city. At the Dearborn Drive-in Ben Lefkowitz of L&L Concessions was host to the members. A drive-in luncheon was held for the exhibitors.

Ted Rogvov, theatre architect, was on hand at the Grand River Drive-in, operated by Community Theatres, to conduct a question and answer period on all issues of drive-in construction and maintenance. Rogvov pointed out

(Continued on page 2)

RKO, Paramount Assure Theatres of A '2-D' Supply

CHICAGO, April 28.—Two more distributing companies have replied to Jack Kirsch, president of Allied of Illinois, who recently inquired as to their future plans concerning 2-D production, and both gave assurances of a satisfactory supply of conventional product.

James R. Grainger, president of RKO Pictures, stated in part: "I see no reason for anyone expressing alarm, insofar as the lessening of motion pictures, or, as you call it, '2-D' pictures. That is, insofar as RKO is concerned. I assume your members are aware of the fact that 3-D pictures can be played as regular pictures. If they are not, they should be advised. At the present time I don't know the exact number of pictures we will pro-

(Continued on page 7)

LOEW'S DENIES DECREE BREACHED

Reagan Answers Exhibitor Charges Before Senate Group; Feldman Denies 'Conspiracy'

By J. A. OTTEN

WASHINGTON, April 28.—With a nine-point rebuttal of exhibitor complaints, Loew's general sales manager Charles M. Reagan today led off the distributors' case before a Senate Small Business subcommittee investigating industry trade practices.

Para. Planning 60 1-Reelers in '54; Probes 3-D Shorts

Paramount is experimenting in the production of 3-D short subjects as well as shorts suitable for panoramic screens, Oscar Morgan, short subjects



Oscar Morgan

and newsreel sales manager, disclosed here yesterday in announcing that the company would release 60 one-reeler during the year starting Oct. 1. The Paramount short subjects department Morgan said, "is conscious of the developing three - dimensional and large-screen markets and

(Continued on page 7)

Loew's denies "categorically," Reagan declared, "the careless statements made to this committee that the decree to which we are subject has been violated. We are respecting and shall continue in every way to respect the letter and spirit of all its provisions."

In addition, Reagan denied exhibitor charges that Loew's is restricting production so as to create a product scarcity; that it is "forcing features"; and that it mis-uses competitive bidding to the detriment of the independent exhibitor.

Today's other witness, Universal general sales manager Charles J. Feldman, declared that he was amazed at

(Continued on page 6)



Charles Reagan

Tobey Has Panacea For Industry Ills

Washington, April 28.—Senator Charles Tobey (R., N. H.) today came up with a panacea for ailing theatres.

"Knee-room is the answer," the Senator remarked during a Senate Small Business subcommittee session. "If all the theatres in the country would put in the same kind of seats that the MPAA's Academia has, they would turn multitudes of people away from their doors."

Two other Tobeyisms came up when a witness before the committee read a list of picture titles. Tobey remarked that "Thunder on the Hill" referred to the Senate in session and "The Talking Mule" probably meant an independent Senator from Oregon.

Personal Mention

CHARLES C. MOSKOWITZ, M-G-M vice-president and treasurer, plans to leave here tomorrow for a Miami vacation.

SIR MICHAEL BALCON, British producer, will leave here for London today aboard the *S.S. Queen Mary*, accompanied by **LADY BALCON**.

ELMER F. LUX, Elmart circuit head and Buffalo Common Council president, has been recommended by his own 23rd Ward to be the Democratic candidate for Mayor in the next election.

LOUIS B. MAYER, chairman of the board of Cinerama, is in San Francisco from Hollywood.

C. BRUCE NEWBERRY, Republic general sales manager, and **F. A. BATEMAN**, Western sales manager, are due in San Francisco today.

JOSEPH I. BREEN, Production Code Administrator, is visiting in Philadelphia from Hollywood. He will arrive here Monday and will sail on May 8 for a stay of two months in Europe.

Censor Repeal

(Continued from page 1)

sher's bill. The brief, prepared by Philip J. O'Brien, Jr., of the Motion Picture Association of America's legal staff, was presented by Mosher to the committee.

The brief, which summarized the history of censorship and highlighted a 1913 Supreme Court decision in the case of *Mutual Films vs. Industrial Commission* and *Burstyn vs. Wilson* (the "Miracle" case in New York), pointed out that sections of the Ohio General Code provide adequate measures of punishment for those with motion pictures which violate them.

Both opponents and proponents of the Mosher bill expressed opinions at last night's hearings. Among those favoring repeal were Ralph Good of the Cleveland Civil Liberties Union and Warren Hill of the Ohio Civil Liberties Union. C. J. Bradner, Jr., a teacher of religion at Denison University, read a statement signed by seven ministers urging repeal. The statement said that motion pictures must not become the instrument of ethical, moral and religious control because that is opposed to the constitutional right of religious freedom.

Bob Wile, secretary of the Independent Theatre Owners of Ohio, said that 546 films had been shown on TV screens in Ohio which had not been submitted to censor boards nor had had licenses refused.

CinemaScope for Century

BUFFALO, April 28.—United Artists Theatres has placed an order for CinemaScope equipment for the local Century, which the circuit has leased for 10 years. The new Todd-American Optical projection system also will be installed.

Sees House Group Voting On Mason Bill Next Month

WASHINGTON, April 28.—Pat McGee, co-chairman of the tax committee of the Council of Motion Picture Organizations, said he was confident of a House Ways and Means Committee vote next month on the Mason Bill for exemption from the 20 per cent tax.

McGee remained here after COMPO's presentation to the committee last week and has been at work contacting Congressmen and Senators. He said he was still optimistic over the outlook for action this session.

There will not be an any vote during the next couple of weeks in the Ways and Means Committee for two reasons, McGee indicated. In the first place, the Committee has hearings

scheduled every day through May 20 on reciprocal trade legislation. Secondly, Chairman Reed (R., N. Y.) has indicated he will not clear any excise bill until the House Rules Committee clears his own individual income tax reduction bill.

However, McGee continued, indications are that the Rules Committee will clear the Reed Bill sometime in mid-May, and "then the Ways and Means Committee will meet right after that and report out the Mason Bill." The Denver exhibitor predicted that the admission tax bill would then be cleared for a House vote under a procedure barring any changes on the House floor.

UA to Release 1st 3-D Feature Cartoon

The first feature-length animated cartoon in 3-D will go into production this summer under the direction of Hugh Harman. A deal is close to consummation whereby United Artists will distribute the picture. Harman, a partner in the Harman-Ising organization, has been in New York for the past month negotiating for distribution.

While United Artists deal has not been actually signed, a spokesman said here yesterday that an oral agreement had been reached.

MGM Executives to Coast Tomorrow

Nicholas Schenck, president of Loew's-M-G-M, Arthur M. Loew, Loew's International president, Joseph R. Vogel, vice-president in charge of Loew's theatre operations, Charles M. Reagan, M-G-M sales manager, and Howard Dietz, advertising-publicity vice-president, will leave here for the Coast tomorrow for series of meetings with Dore Schary, production vice-president, E. J. Mannix, Louis K. Sidney and Ben Thau, studio executives.

The executives will map production plans for 1953-54, preview new films and review the progress made by studio technicians in the past few weeks on a new wide-screen and sound system. They will return early next week.

Alperson, Disney

(Continued from page 1)

events leading up to the annexation of Texas as a state.

Disney is planning to produce "20,000 Leagues Under the Sea" in the CinemaScope process and also may make a short subject using the wide-screen medium. "20,000 Leagues" will be a "live action" production. Disney saw the CinemaScope demonstration at the Roxy Theatre here twice, attending the midnight performance Monday and the showing yesterday morning.

Wm. Brandt Heads Foundation Drive

William Brandt, president of Brandt Theatres, has been named campaign chairman of the New York Variety Club Foundation to Combat Epilepsy, it was announced by William J. German, board chairman of the Foundation.

"Brandt will guide the first campaign in American philanthropy to underwrite a complete, integrated program to assist all phases of the fight against epilepsy," it was stated. Sponsored by the Variety Club of New York, the Foundation will support the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

Smpte Meet Hears

(Continued from page 1)

pers by John A. Norling, Raymond J. Spottiswoode and Armin J. Hill on their respective findings in 3-D.

Norling stated and documented a history of the development of the camera that bears his name, using stereoscopic slides. He also demonstrated the four other main types of 3-D cameras in current use.

Following Norling's address, Carroll Dunning, whose camera uses a fixed inter-axial, echoed Norling's remarks good-naturedly by declaring, "We'll have to get together and decide whether I'll sue you or you'll sue me."

Spottiswoode's paper, read by proxy, disclosed that the British inventor is on the point of completing a new camera incorporating recent improvements.

Hill, associated with the Motion Picture Research Council, took the topic out of the realm of theory and broke it down to the practical procedures now being followed by Hollywood producers.

Mich. Allied Meet

(Continued from page 1)

that people are getting more drive-in conscious and fussy about drive-in facilities and appearances.

A banquet was held in the Tuller Hotel in the evening with Robert Coyne of COMPO as chief speaker.

NEWS in Brief . . .

PHILADELPHIA, April 28.—Spyros P. Skouras, president of 20th Century-Fox, and Al Lichtman, director of distribution, have arrived here from New York for two CinemaScope demonstrations scheduled for tomorrow morning at the Mastbaum Theatre.

Skouras and Lichtman will later fly to Chicago for showings on Thursday at the Uptown Theatre, following which the two will fly to Detroit for Friday demonstrations at the Fox Theatre. They are expected to return to New York by plane on Friday.

WASHINGTON, April 28.—Federal Communications Commission general counsel Benedict Cottone will resign within the next few weeks to enter private practice. Cottone was top legal man in the Commission during the deliberations on the AB-PT merger and has worked intensively on the industry's theatre television request.

Thomas Slack, attorney for Howard Hughes, board chairman of RKO Radio Pictures, has left here for the Coast following his participation in the depositions taken in connection with a minority stockholders suit.

Depositions in the suit, filed by attorney Louis Kipnis, were given by Ned E. Depinet, company consultant, and Miller J. Walker, vice-president, among others.

CHICAGO, April 28.—Attorney Seymour Simon has filed notice of appeal in U. S. District Court here, asking reversal of a recent opinion handed down by Federal Judge Sam Perry that single damages cannot be collected in anti-trust suits; that RKO Radio Pictures, Paramount and Balaban and Katz Corp. (a Paramount subsidiary) terminated the suits against them by signing consent decrees; and that the statute of limitations became operative two years after the consent decrees were signed (by RKO in 1948 and by Paramount in 1949).

A full page in yesterday's New York *Journal American* was devoted to a picture lay-out of celebrities and others attending 20th Century-Fox's CinemaScope demonstrations at the Roxy Theatre.

Major distributors have consummated new contracts with exchange employes in seven cities, the new pacts calling for wage increases of \$4 per week. Cities in which negotiations have been completed are Denver, Cleveland, New Orleans, Atlanta, Jacksonville, Memphis and Charlotte. In the last named city, the deal covered only front office employes.

Demonstrations of Magic-Vuers, polarized glasses for 3-D, will be held in the 29 cities in which National Theatre Supply has branches.

They will be conducted by William Turnbull, NTS vice-president, and Robert D. Hall, salesmanager for Magic-Vuers, who will confer here on demonstration plans on Friday.



DANGEROUS WHEN WET

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Esther Williams is coming in her BIGGEST,
GAYEST TECHNICOLOR M-G-MUSICAL!

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with WILLIAM DEMAREST • DONNA CORCORAN

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Written by DOROTHY KINGSLEY • Music by ARTHUR SCHWARTZ • Lyrics by JOHNNY MERCER
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In May

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In Color by TECHNICOLOR

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Adventure That Excites

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This is the 3-D picture that was worth waiting for!
Not speed but bigness was Paramount's goal in
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ADAPTA

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FRANK C. SLAUGHTER · WILLIAM H. PINE AND
WILLIAM C. THOMAS

Distributors Rebut Exhibitors' Charges

(Continued from page 1)

the charge that "any supplier would wish to drive his customer out of business."

"There is no conspiracy in this business," Feldman said. "We are dealing with people as individuals whom we meet every day and learn to know as individuals, and with both sides bringing integrity and fair dealing to the consideration of these problems, they can be solved."

The hearings continue tomorrow with two other distributor witnesses: Paramount vice-president and general counsel Austin C. Keough; and William Zimmerman, assistant to the general sales manager of RKO Pictures.

It was originally expected that the hearings would go through Friday of this week, with the Federal Trade Commission and the anti-trust division of the Department of Justice winding up the testimony. Chairman Schoepel (R., Kans.) announced today, however, that he had granted a request from Attorney General Herbert Brownell to postpone the Justice Department's appearance. Schoepel said Brownell had pointed out that the newly appointed anti-trust chief, Stanley Barnes, would not arrive in Washington until Thursday of this week. Both Brownell and Barnes, the Attorney General said, wanted time to go over the record of the hearing before Justice took the stand.

Schoepel said he would set Justice's appearance at some future date. He added that the FTC had not yet been heard from as to whether it would send a spokesman this week.

Reagan opened his 27-page statement by saying that Loew's was owned by 36,000 stockholders, with the largest individual stockholder owning 2/10 of one per cent of the outstanding stock. "Just as the interests

of small exhibitors, as small business men should be considered, so should the interest of these small investors be considered," he told the committee.

He went on to say that Loew's earnings were declining and that the company dividends "were substantially reduced" in June, 1952. "Despite the picture painted by some of the witnesses here that the film companies are waxing rich and fat on the losses of the theatres of America," he said, "the fact is that our company is living through the bitter experience of declining earnings and the greatest retrenchment our company has known since its beginning."

Reagan said exhibitors had made "relatively few specific charges against Loew's and added that he was submitting affidavits of the sales people who were personally familiar with the actual facts in those cases."

Reagan called untrue the charge that there was "a calculated plan to restrict production so as to create a scarcity of product which would make it possible for us to exact higher film rental prices." He explained that the war had created shortages of film, manpower and materials and that substantial curtailment of production during the war years had been necessary. He cited figures to show that since the end of the war Loew's had each year increased the number of pictures it released.

As to charges of "forcing" feature pictures, Reagan said "it is somewhat hard to reconcile a charge of a distributor compelling an exhibitor to take a feature he does not want with a charge at the same time of scarcity of product."

He pointed to the "tremendous variation in the number of bookings" Loew's has obtained for its popular pictures as compared with its secondary pictures, showing how the number of engagements changed from picture to picture, to prove that there was no basis for the charge of forcing.

"Not a single complaint of forcing has come to my attention," he added.

None More Serious

"Of all the charges made by the exhibitors who have testified here," Reagan declared, "perhaps none is more serious and less justified than the charge that the decree of the United States District Court . . . has been and is being violated." He submitted to the committee copies of all letters that had been sent to Loew's sales personnel from the date of the Statutory Court decision in 1946, instructing each Loew's employee in the "absolute necessity for strict compliance with each injunction." As recently as December of last year, he said, he had sent such a letter to the sales force.

Asked by Senator Gillette (D., Iowa) why there had been occasion to send a letter out at the end of last year, Reagan replied that it had followed a statement in the trade press by an exhibitor organization saying that the decree was being violated. Gillette tried to know what other steps Loew's took to avoid possible violations, and Reagan replied that the salesmen are "continually cautioned" and that all contracts clear his office. "If there's anything wrong, it's corrected there," he explained.

"Then there are improper prac-

tices?" Gillette asked.

Reagan replied that there weren't. "Then why do you have to correct contracts?" Gillette wanted to know.

Reagan indicated that the contracts were gone over as a matter of routine and said, "I never saw any violations."

Turning to exhibitor complaints that they no longer have a fixed system of runs and clearances, Reagan said: "we would, of course, like to oblige our customer" but, he added, what exhibitors ask for is prohibited by the Paramount case decree.

Much of Reagan's statement was devoted to competitive bidding. He described the number and types of cases in which Loew's uses competitive bidding and said the company employed it to a "very limited extent." It is, he stated, a method of licensing pictures "which Loew's does not seek" and is instituted only after a specific exhibitor request. "In an effort to co-operate with all exhibitors," Reagan continued, "we have announced from time to time that whenever we can eliminate competitive bidding by licensing our pictures on a split basis, we will do so." He described Loew's competitive bidding system as "fair, equitable and practical."

It is not an exaggeration to say, Reagan went on, that behind most exhibitor complaints about rentals is a demand for lower film rental. "It is our policy," he explained, "to ask film rental based upon what our picture is worth to the particular theatre."

"It is our aim, too," he continued, "that exhibitors be licensed pictures on film rentals where they can make a profit. In some cases, however, if pictures were given gratis to a theatre, the expenses of the theatre are such that they could not anticipate a profit. . . . If it were necessary for a distributor to license film on a film rental at which the exhibitor could anticipate a profit, that in many cases would merely mean that the distributor had to subsidize the operation of the exhibitor's theatre."

Reagan gave the committee figures which indicated that Loew's profit on gross rentals in 1952 was 1/2 of one per cent. Senator Gillette asked several questions about the company's total profit from all investments and was answered by Loew's general counsel J. Robert Rubin and assistant general counsel Benjamin Melnick. When Gillette said some of the financial evidence "still didn't ring true," Rubin and Melnick said they would put into the record detailed statistics which would clarify the situation for the committee.

Gillette had previously told Reagan that some of the exhibitor complaints "didn't ring true" either, because he found it impossible to understand how "the manufacturer of a product could deliberately destroy his own market."

Reagan explained to the committee that as far as possible Loew's tried to make adjustments with exhibitors on pictures whenever grosses did not come up to "reasonable expectations."

Reagan gave detailed explanations of Loew's pre-release selling of "Quo Vadis" and "Ivanhoe." He maintained that "the vast majority of the exhibi-

tors of the country were pleased" with the way in which "Quo Vadis" was offered. "We did not set the exhibitors' prices," he said. "We did not make admission prices a term or condition . . . of any license and we did not even require exhibitors to inform us of the prices they intended to charge." The same was true of "Ivanhoe," he added. Pointing out that in the last 14 years only two of Loew's 500 pictures have been offered on a pre-release basis, Reagan declared, "We do not think we need say anything further about the charge that practically all of the better pictures have been and are being offered on a pre-release basis."

In concluding this statement Reagan stressed his company's interest in the small exhibitor and said in 1951 all field sales managers of M-G-M were instructed to "help forestall threatened theatre closings." He quoted from 1945 letters from Col. H. A. Cole and Sidney E. Samuelson, praising Loew's sales policy.

Questioned by Schoepel on arbitration, Reagan said "We favor it. We hoped we would have it and still hope we can." He added that a subsequent distributor witness — presumably Keough — would cover more fully recent industry developments on arbitration.

A good part of Feldman's 13-page statement was devoted to attacking exhibitor policies which, he said, were greatly unfair to Universal.

"Our trading disagreements with customers involve mainly the pictures that do the most business," Feldman declared. "When we have a shaky picture, we are unable to sell it or must sell it at greatly reduced prices in order to market it at all. When we have a picture of wide acceptability, the exhibitor does his best to buy it for as little as he can."

Feldman declared that Universal uses competitive bidding in less than 400 of its "thousands" of situations, and employs it only on exhibitor request.

"The opposite of competitive bidding is our nightmare," he said. "Where exhibitors find it possible to get together with their competitors, they either divide our pictures between themselves without consulting us, or they assign our pictures to one of the theatres in the locality in accordance with their ideas. We often find ourselves assigned a second or third class theatre, which we do not like at all, because it greatly reduces our possibilities of earnings, and we feel eliminates a free market."

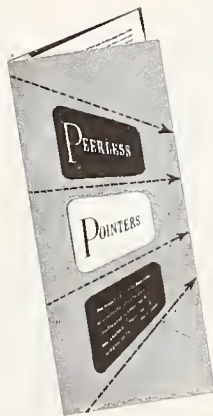
Feldman went on to describe what he called "another method of carving us up." This occurred, he said, when exhibitors continued to allow Universal to send "bidding letters to competing parties, and the pattern of response clearly indicates agreement or collusion between the exhibitors. In such cases where we find a bid wholly unacceptable for the picture involved, we are usually unable to improve it and can get no response whatsoever from the other bidding party or parties."

Schoepel wanted to know what the company did about it.

Feldman replied that it sometimes sent its salesman in to investigate a situation where it suspected collusion

(Continued on page 7)

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Protective and preservative treatments . . .
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National Pre-Selling

THE 50th Anniversary of *Redbook* is celebrated with the May issue. Florence Somers has chosen Columbia's "Salome" as the top picture of the month for the issue. She says "Rita Hayworth is the perfect choice," in her review of "Salome" which is illustrated with full color photographs taken on the set.

"Shane," reports *Life* in the current issue, "is an epic-sized movie, the best so far of this year's Westerns." Alan Ladd, who portrays "Shane" is silent, dependable, vigilant, and his strength is the strength of 10 because his heart is pure. But for all its authentic realism, the story of 'Shane' is straight from King Arthur's Round Table, and the hero's real name is Galahad."

Also in this issue are two full color page pictures of Lauren Bacall wearing the same type of costume she wears in "How to Marry A Millionaire," one of 20th Century Fox's new CinemaScope movies. In the March 9 issue of *Life*, the CinemaScope process was described under the title "Zanuck Drops an Anti-Depth Charge." Stills from "The Robe," the first CinemaScope picture to be released, were spread over two pages.

After seeing the CinemaScope demonstration at the Roxy here, my opinion is that the industry has discovered a pearl-bearing oyster.

Ed Miller, movie editor of *Seventeen*, chose "The Story of Three Loves" as the picture of the month for the May issue.

"Call Me Madam," gets a laudatory review in the current issue of *Look*. Seven production stills are used to illustrate the review.

Curtis Mitchell reports that "Bwana Devil" will show a profit of at least \$5,000,000 in an article entitled "What Is This 3-D," which appeared in the April 26 issue of *American Weekly*. Mitchell describes all 3-D and wide-screen processes now in use.

He reports of Spyros Skouras' and Earl Sponable's hurried trip to Paris to call on Professor Chretien, age 75, whose invention of the wide-angle camera and projection lens are the basic factors of CinemaScope.

Full color pictures and terse reviews of "Call Me Madam," "By the Light of the Silvery Moon," "Fair Wind to Java," and George Pal's "The War of the Worlds," appear in the May issue of *American Magazine*.

Also in the issue is a table of contents ad on "Never Let Me Go."

Betty Grable is featured in a full color page tie-in ad publicizing "The Farmer Takes A Wife," in the May issue of *Woman's Home Companion*, placed by Lustre-Creme Shampoo.

Henry Koster, director of "The Robe," was chosen by *Coronet* as the critic of the month for the May issue. Koster picked "Julius Caesar" and "Salome" as the two pictures he liked most.

WALTER HAAS

Rebut Charges Fox Vote

(Continued from page 6)

among exhibitors. If the salesman found it to exist, he said, "we discontinue sending bidding letters."

The Universal sales head expressed amazement at the charge that the distributors wished to drive the exhibitors out of business. "Were distributors to drive small independents out of business," he said, "it would mean we would wind up with nothing but circuits to sell. In my judgment, nothing could be worse for a distributing company than to find itself completely in the hands of the independent circuit operators, the large independent buying combines and the large national circuits."

Not A Racket

In regard to exhibitor statements that they were afraid to make complaints against distributors for fear of reprisals, Feldman stated that "the fact that an exhibitor is dissatisfied or complains about a salesman or a branch or district manager has never affected the business relationships" between the company and the exhibitor. "Ours is a legitimate business and not a racket," he continued. "We resent the suggestion of reprisal against anyone appearing before this committee."

Feldman gave figures paralleling Reagan's showing that Universal had each year from 1947 to 1951 increased its output of pictures. Since then, he said, the output has remained constant.

Forcing of pictures is not "an authorized or sanctioned practice" for Universal, Feldman said. He declared, however, that "there has been considerable forcing on the part of exhibitors in a position to do so by telling us that they will take such and such a deal if we price a certain picture or pictures at such and such a price."

In response to a question from Sen. Smathers (D., Fla.) Feldman declared that his company favored arbitration.

"Would you arbitrate everything, including prices?" Smathers asked.

Feldman replied that he wouldn't arbitrate prices. "I don't think they can be arbitrated."

Smathers wanted to know whether Universal made adjustments on terms after a picture had played.

"We do make adjustments," Feldman answered, "but sometimes an exhibitor asks us to and we don't." He added, however, that "we grant quite a few more than we turn down."

Supplementary Statement To Be Filed By Allied

WASHINGTON, April 28.—Allied States Association will file a supplementary statement with the Senate Small Business sub-committee "supplying additional information and commenting on statements of the distributors," general counsel Abram F. Myers said.

This was the only comment he would make on today's testimony by distributor witnesses Charles M. Reagan and Charles J. Feldman. Sub-committee chairman Schoeppel (R., Kans.) has indicated that all parties will have 20 days after the close of the hearings to submit additional information for the record.

(Continued from page 1)

ter states, "is designed to provide a working team of directors, and management regards the Green group as antagonistic, and the best practical way in our judgment to avoid the consequences of such a board is to eliminate cumulative voting."

The company's letter also points out that Green, who has been highly critical of the proposal, has not introduced cumulative voting at United Cigar-Whelan Corp., which he controls. It states that cumulative voting was adopted by 20th-Fox at the request of 20th Century Pictures' stockholders when the latter was purchased by Fox in 1935, and that Darryl Zanuck, the only remaining member of the 20th Century group in Fox, "no longer feels the provision is desirable."

The letter also notes that Green's criticisms of 20th-Fox executive salaries ignores the 50 per cent cuts applicable to those receiving over \$26,000 annually, which reduces such salaries \$835,000 per year. It notes also that of the five nominees for the 20th-Fox board proposed by Green only Robert Dann, "one of his lawyers," is claimed to have had any experience in the industry. Green identified Dann as a director since 1951 of Five Continent Films, of which the company's letter says: "We have tried without success to find that that company ever produced or distributed a motion picture in the United States. The Motion Picture Association of America informs us it has no record of such a company in its files. Mr. Dann informs us that the company transacts business in Holland and other European countries."

The company states it will reply to Green's latest message to 20th-Fox stockholders as soon as a study of it has been completed. In that message Green denied he sought control of 20th-Fox. He has proposed five directors for the 10-member board. He also denied that he planned to liquidate the company and was critical of employment by 20th-Fox of Robert L. Jacks, Zanuck's son-in-law; Otto Lang, producer, described as "Zanuck's ski instructor," and of Emanuel Silverstone, brother of Murray Silverstone, president of 20th-Fox International.

Apart from reiterating previously made charges and criticisms, Green's letter refers to CinemaScope in the category of "wildcat operations."

Burns of Toronto Dies

TORONTO, April 28.—Hugh Quigley Burns, director of advertising and sales for Paramount Pictures, Toronto, for 31 years, has died.

'2-D' Supply

(Continued from page 1)

duce during the coming year but you must take into consideration the fact that RKO has a large, worldwide organization and we certainly expect to produce pictures to keep that organization going at all times. I think the fact for you to get across is, as I mentioned above and I reiterate, that exhibitors should be advised that 3-D pictures can be played as regular motion pictures or the so-called '2-D.'

Al W. Schwalberg, president of Paramount Film Distributing Corp., advised: "We are getting ready to release a 3-D picture, 'Sangaree,' made in Technicolor, and our studio has under production a second 3-D picture, 'Those Redheads from Seattle.'"

"We have no present plans to confine our output to 3-D pictures. We will continue to make fine pictures in substantial numbers according to traditional methods until at least such time in the future as it may be clearly demonstrated that the public demands its pictures to be made in 3-D or something different. In the meantime, exhibitors in this country, large and small, need not fear that Paramount will deprive them of an adequate supply of fine pictures made for normal exhibition."

Para. Shorts

(Continued from page 1)

will be ready if and when it becomes evident the market can carry them." He said the move was in line with the company's determination to be fully prepared to fill market requirements.

The number of one-reel subjects on Paramount's current schedule is 58, or two less than the program to be released in the 1953-54 season.

Morgan reported that the company also is considering the possibility of producing a limited number of "out-standing" multiple-reel short subjects which would be in addition to those announced for next season. These would be sold individually and would require special handling, he said.

E. J. Sparks Dies; Had Florida Circuit

AUGUSTA, Ga., April 28.—Funeral services were held here today for E. J. Sparks, retired circuit operator, who died in Augusta at the age of 75.

Sparks was the founder of the Sparks All-Florida circuit after having been associated with Southern Theatre Enterprises and S. A. Lync. Enterprises. His own circuit grew to include 150 theatres. In 1941, he sold his interests to Paramount.

AMERICAN

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Scenes On Ed Sullivan's Top-Rated Coast-To-
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***Date this Great Boxoffice Attraction
Now for May 13 Saturation Booking!***

TITANIC SHOWMANSHIP from 20th!



TITANIC RESULTS

UA Expansion Creates Three New Districts

Turner, Clark and Lee Will Head New Units

Three new sales districts and the appointment of three new district managers, doubling the number in United Artists' sales force, were disclosed here yesterday by William J. Heineman, distribution vice-president, and B. G. Kranze, general sales manager.

The action follows the recent announcement by Arthur B. Krim, president of United Artists, that the company would release at least 65 new films during the next 18 months, "the greatest number in the company's 34-year history."

The three new districts are the Eastern, Western and Midwestern.
(Continued on page 3)

Smpte Shown New Sound Device

LOS ANGELES, April 29.—J. R. Hoff of Ballantyne Co., Omaha, demonstrated to the convention here today of the Society of Motion Picture and Television Engineers a new two-cone speaker for drive-ins, which consists of one cone inside another, with 3/16 inch clearance. He said this construction affords extra protection from the elements and by using a larger mag-
(Continued on page 3)

3-D Drive-in Test Favorable in South

Charlotte, April 29.—One of the first drive-ins in the South to show three-dimensional films will be the Biscoe-Troy Drive-in near Troy, N. C. G. L. Faw, theater operator, said "Bwana Devil" has been booked for a week's showing beginning May 27. He said test runs proved that the 3-D effect was clearly visible, even through tinted windshields. Faw is using a "Mighty 90" lamp, with a metal painted screen. He said "Bwana Devil" will also be shown in his drive-ins in Albermarle, N. C., and Pulaski, Va.

Test Reveals Obstacles of 3-D Home TV

By WILLIAM R. WEAVER

HOLLYWOOD, April 29. — Three-dimension television for home viewing appeared far in the future today on the basis of the American Broadcasting Co.'s experimental demonstration for the press at the Biltmore Hotel.

In the demonstration two reception tubes served as projectors, throwing left-eye and right-eye pictures through polarizing filters onto a metal-coated screen about three to four feet distant, and witnesses viewed the screen through polarized spectacles, the same as used for theatre 3-D.

At times during the half-hour demonstration a fairly acceptable 3-D result was achieved, but most of the

(Continued on page 3)

Mich. Allied Meet Closes on 3-D Note

DETROIT, April 29.—Keen interest was shown in the new 20th Century-Fox CinemaScope process by exhibitors during the last day of the Allied Theatres of Michigan meet here today. Alex Harrison, executive assistant to Al Lichtman, director of distribution at 20th-Fox told the members all the technical points of the new process.

Several exhibitors questioned Harrison as to 3-D coming into television. "The motion picture industry has always kept one step ahead of television and will continue to do so," he said.

Harrison told of 20th-Fox's plans to sell their backlog of films to televi-
(Continued on page 7)

NSS Offers New 3-D Display Cabinets

Over 200 advance orders for National Screen Service's three-dimensional View-Master film display cabinets have been received, George F. Denbow, vice-president in charge of sales, disclosed here yesterday.

The newest NSS display item for 3-D pictures, for which NSS also offers complete servicing, consists of a cabinet, featuring three viewers, each bearing a reel with seven 3-D scenes from a film in full color or black and white, depending on the process used in the feature. NSS has arranged to have cameramen present at studios making 3-D pictures, for the purpose of photographing the transparencies that will fit into the View-Master reels.

ARBITRATE! SAYS SBC GROUP HEAD

Preferable to Bringing Internal Problems To U.S. Agencies, Sen. Schoeppel Declares

By J. A. OTTEN

WASHINGTON, April 29.—The chairman of a Senate Small Business sub-committee investigating industry trade practices declared today that arbitration appeared to be the answer to a lot of industry problems.

"There is not enough stress being placed on the importance of getting together on arbitration," Senator Andrew F. Schoeppel (R. Kans.) said. He added that this was a problem on which all segments of the industry should exercise the greatest patience.

In his opinion, Schoeppel said, all possible efforts should be made to arbitrate any situation that seemed arbi-
trable. This was preferable, he pointed out, to ending up where the industry is now—having a Senate committee investigate complaints by one branch of the industry against another.

Schoeppel has repeatedly said during the course of the hearings that although he recognized the current exhibitor-distributor problem, he didn't want to "straight-jacket" the industry by legislation.

The chairman's remarks today indicated a strong possibility

(Continued on page 6)

Ohio Censorship Could End Oct. 2

Columbus, April 29. — If present repeal efforts are successful censorship of motion pictures in Ohio would end on Oct. 2.

The Mosher repeal bill which was approved yesterday by the State Senate Education and Health Committee is expected to be debated in the Senate within two weeks.

CinemaScope In Phila. Bow

PHILADELPHIA, April 29.—Twentieth Century-Fox raised the curtain on CinemaScope here today in the second of a series of field demonstrations for exhibitors, stockholders, the press and industry personnel and the reaction, according to post-review comments, was as favorable as that registered at the New York Roxy showings.

The presentation followed the pattern established at the New York demonstration: a 45-minute program on a screen measuring 60 by 22 feet. Spyros P. Skouras, president, and Al Lichtman, distribution director, con-
(Continued on page 3)

20th-Fox to Release 6 Films in May

Four new productions and two reissues will be nationally released by 20th Century-Fox in May.

The six will commence with "Titanic," starring Clifton Webb, Barbara Stanwyck, Robert Wagner, Audrey Dalton and Thelma Ritter, produced by Charles Brackett and directed by Jean Negulesco. Next will be "Man on a Tightrope," starring Fredric March, Terry Moore, Gloria Grahame and Cameron Mitchell, pro-
(Continued on page 3)

Group Is Against Ticket Tax Repeal

Milwaukee, April 29.—Members of the Milwaukee Association of Commerce were urged to protest to Congressional representatives against Representative Mason's bill which would exempt theatre admissions from the U.S. excise tax.

Ray A. Niemitz, manager of the association's retail division, told members in a letter that the bill would give "selective relief" to one segment of business out of the many burdened by excise taxes.



Wm. Zimmerman

Personal Mention

BEN KALMENSON, Warner Brothers vice-president in charge of distribution, is scheduled to return to New York from the Coast this weekend.

ERIC A. JOHNSTON, MPAA president, and **HARRY F. SHAW**, division manager of Loew's Poli-New England Theatres, have been named to a committee in charge of a testimonial dinner at the Hartford Club in Hartford, Conn., Monday, honoring **FRANCIS S. MURPHY**, retiring editor and publisher of the *Hartford Times*.

JERRY PICKMAN, Paramount advertising-publicity vice-president, is scheduled to address the May 5-6 convention of the Independent Theatre Owners of Arkansas in Little Rock.

ED ROSENFELD, formerly manager of the Trans-Lux 85th St. Theatre here, has been promoted to city manager for the Trans-Lux circuit in Boston.

GEORGE WELTNER, president of Paramount International, is scheduled to leave New York Sunday night by plane for Hollywood.

PAUL THEOPHILIDIS of the United Artists publicity department here has been drafted and will leave the company today.

J. R. GRAINGER, RKO Radio president, will return here tomorrow from New Orleans.

DAVID CANTOR, home office exploitation manager for RKO Radio, left New York yesterday for Denver.

GEORGE STEVENS, Paramount producer, will leave here today by plane for Chicago.

HENRY J. REINER of National Screen Service will leave here today for a Miami vacation.

I.F.E.'s Serpe in Rome for Product

Italian Films Export is arranging co-production deals between American and Italian television producers, according to **Ralph Serpe**, director of the I.F.E. television and short subjects division, who arrives in Rome today to finalize arrangements on several such projects.

Serpe also will survey Italian product to select a program of shorts for American theatres. It is expected that as many as 150 subjects will be made available as a result of this survey.

Palsy Drive Starts

Sherry Jackson, 11-year-old actress who plays a lead in Warner Brothers' "Trouble Along the Way," which opens at the Roxy Theatre here on May 6, will represent America's children among New York's leading entertainment personalities in launching the national campaign of United Cerebral Palsy here today.

Johnston to Address UJA

Eric Johnston, president of the Motion Picture Association of America, will be one of two guest speakers at the annual luncheon-meeting for the United Jewish Appeal of the amusement industry, to be held on Tuesday, May 26, at the Plaza Hotel here. The other speaker will be **Dr. Joseph J. Schwartz**, executive vice-chairman of the United Jewish Appeal. Johnston will address the luncheon, a testimonial in honor of **S. H. Fabian** and **Sam Rosen** of Fabian Theatres, on his experiences in Israel during his recent survey trip.

Two more committees have been formed in the amusement industry to aid the UJA, among purchasing agents, headed by **Charles B. Moss**, B. S. Moss Corp., and among independent exhibitors, headed by **Solomon M. Strausberg**, Interboro Theatres.

"Dedes and Dreams," film sponsored by the United Jewish Appeal and produced with the cooperation of the motion picture industry, will be screened today at the Preview Theatre here before an invited audience, including members of the press. The film was produced in the studios of Universal-International, utilizing the talents of **Lloyd Nolan**, **Lynn Bari** and **Gene Evans** as stars, of **Frederick de Cordova** as director and of **Leo Tovar** as cameraman.

Republic to Unveil 'Sun Shines' Tonight

NASHVILLE, April 29.—John Ford's Republic production, "The Sun Shines Bright," will have its premiere here tomorrow night at the Tennessee Theatre, with stars of the film sparking local activities. **Charles Winninger**, **Arleen Whelan** and **John Russell** will be joined by **Chill Wills** for the ceremonies.

Exhibitors from the territory, as well as newspaper and radio representatives, will meet the stars at a buffet luncheon at the Hotel Hermitage. Also here for the festivities are Republic executives and **R. E. Baulch** and **J. C. Stengel**, heads of Crescent Amusement Co.

Tribute to Greenfield

ALBANY, N. Y., April 29.—The local Variety Club will give a bachelor dinner on May 17 at the Shaker Ridge Country Club for **Leo Greenfield**, Universal-International branch manager, who will marry **Muriel Lanahan**, of **Ted Baldwin Associates**, in New York City.

The committee men are: **Norman Jacker**, Columbia; **Nat Rosen**, 20th Century-Fox; **Eugene Lowe**, **Harry Alexander** and **Al Marchetti**, U-I.

Mayer Here for Meetings

L. B. Mayer, chairman of the board of Cinerama Productions Corp., left Hollywood last night by plane to attend meetings at the company's New York offices. Departure time made it impossible for him to attend the West Coast premiere of "Cinerama" at the Warner Hollywood Theatre last night.

Wants Marshall Aid For His Theatre

Charlotte, April 29.—In a letter to the *Charlotte News* urging exemption of theatres from the 20 per cent admission tax, **Julian Thompson**, manager of the Star Theatre here, asks the editors why "the U. S. Government helps many groups, both local and foreign, with subsidies and the Marshall plan, and at the same time puts a 20 per cent tax (or penalty) on theatres. Is that fair?" he asks.

Thompson adds that he would "like a little of that Marshall aid for my theatre."

Fitzgibbons Lists 410 FP-C Houses

TORONTO, April 29.—At the annual meeting of stockholders of Famous Players Canadian Corporation, **John J. Fitzgibbons**, president and managing director, referred to the circuit's successful operation during the year ending Jan. 3 of 410 theatres, including 27 drive-ins, and paid tribute to its 7,046 employees. He expressed special appreciation to the 270 members of the company's 25-Year Club.

His report told of the entry of Famous Players into the fields of television and Telemeter and its study of three-dimension developments. "We have every reason to be optimistic about our business for 1953," he stated.

The audited financial statement for 1952 showed a net profit of \$3,480,126, compared with \$3,032,018 for the previous year.

Carle Heads Studio Publicity Committee

HOLLYWOOD, April 29.—**Teet Carle** has been elected chairman of the studio publicity directors committee of the Association of Motion Picture Producers. Carle, Paramount's studio publicity director, will serve until next January. He succeeds **Perry Lieber**, RKO Radio studio publicity head.

Sam Israel of Universal-International was named vice-chairman.

Jeffee Screening Room

Saul Jeffee, president of Moviela Theatre Service, Inc., will open a new motion picture preview room here today, for the use of both major and independent producers and distributors. The room seats 47, has facilities for both 3-D and conventional projection, and is equipped for 16mm. and 35mm.

AMPA to Elect

The annual meeting of Associated Motion Picture Advertisers will be held today at **Trader Tom's Steak House** here, with the principal business the election of a slate of officers headed by the nominee for president, **Lige Brien** of United Artists.

Rallying to Fox's Support

Industry support of the present 20th Century-Fox management against outside forces seeking control is moving on several fronts, spearheaded by exhibitor and other industry leaders. **George Schaefer**, veteran distribution executive, is heading up one phase of the campaign to rally stockholder support on the side of 20th-Fox management, seeking proxies in the Long Island and New Jersey areas exclusively.

Schaefer said here yesterday that his plan is working out "quite well." Personnel of leading circuits in this territory are contacting stockholders for proxy support and Schaefer said "we are getting in the proxies." The project shaped up last week at a meeting of circuit heads with Schaefer. **Matty Fox**, who also called a meeting of exhibitors for the purpose of aiding **Spyros P. Skouras**, 20th-Fox president, and company management, is seeking a similar goal but from a different angle. Fox yesterday withheld details pending further developments.

Meanwhile, 20th-Fox employees in exchange areas are rounding up stockholder proxies in their territories.

Schaefer said yesterday that the passing of 20th-Fox control to the group led by **Charles Green** might mean a serious product shortage because of the reported intentions of Green to liquidate the company if he gains control or disposes of current product to television.

More Time for UA On Towne Filing

CHICAGO, April 29.—The United Artists petition for additional time to file objections to master-in-chancery **William Saltiel's** recent recommendations in the Towne Theatre case, which would force U. A. to return its stock in the Towne Corp. and deprive U. A. of any share in the Towne settlement, has been granted, it was revealed here today by attorney **David Levinson**, representing U. A. The company has been granted an extra 30 days in which to prepare its arguments against the master's findings.

Snelgrove Named RKO Radio Manager

Kenneth Snelgrove has been named branch manager of RKO Radio's St. John exchange in Canada, replacing **Arthur Lee-White** who resigned. For the past three years Snelgrove was a salesman at the company's Montreal exchange.

Get Christopher Awards

Producer **Sol Baer Fielding**, director **Gerald Mayer** and writer **Emmet Lavery** have received Christopher medallions for their work on "Bright Road."

'Wax' in St. Louis Record

ST. LOUIS, April 29.—Warner Brothers' 3-D "House of Wax" is said to have set a new all-time high in its opening at the Fox Theatre here yesterday with a gross of \$7,200.

Smpte Meet

(Continued from page 1)

net, produces more realistic sound.

Loren Ryder of the Paramount studio said the 3-D problem in drive-ins now is the same as in conventional theatres, and urged that steps toward standardization in several respects be taken.

Prints should be balanced both as to density and color, he said. Most important, from all viewpoints, Ryder said, is speedy development of a screen with increased light-return.

Pausing at mid-point in its convention for the semi-annual dinner-dance, delegates took cognizance of the serious side of the occasion by placing the late Col. Nathan Levinson and J. Arthur Ball, both of whom died during the year on the honor roll along with Thomas A. Edison, George Eastman, Sam Warner and Louis Lumiere. Nathanson was credited with many technical advances, including the development of WarnerColor. Ball, long time Technicolor executive, was cited for invaluable service in developing color.

To See Cinerama

Delegates are to witness a special performance of "This is Cinerama" tomorrow morning.

Officials of the International Telemeter Corp. of Los Angeles, one of several companies developing "pay-as-you-see" television systems, reported to the meeting that application will be made to the Federal Communications Commission this year for permission to introduce its system.

They said that technical details of a workable coin-in-box system had been developed, and that the chief remaining hurdles related to the acceptance of "cash-and-carry" television.

Chief among these is the question whether the commission would approve departure in principle from television broadcasts available to all set owners to television broadcasts available only to a limited audience willing to pay.

In addition, it was acknowledged by Paul McNamara, international vice-president in charge of public relations, there is considerable broadcaster-resistance to be overcome and initial financing problems to be worked out.

Ralph H. Heacock, manager of theatre equipment for RCA Victor, told delegates that the showing of 3-D films will pose new equipment problems for drive-in theatres. "At present," he noted, "since the light level in most drive-in theatres leaves much to be desired, it is immediately obvious that the use of polarized light port filters and audience spectacles will introduce a very serious light problem. The combination of these two filters, one in the booth port and one in front of the viewer's eye, will pass only approximately one-third of the light from the projection lens through to the audience."

Urges Use of Two Screens

The use of two screens seems the only expedient at the moment, one with white diffusive screen for "2-D" films, and a highly directional metal coated screen for 3-D productions, Heacock pointed out.

The solution of the lighting problem will be solved, he predicted. "It is only a question of time until some satisfactory balance between diffusive and depolarizing properties of materials have been so balanced as to give a reasonably satisfactory screen for the presentation of either type of picture in drive-ins."

Review

"Scandal at Scourie"

(Metro-Goldwyn-Mayer)

STRONG in exploitation angles, "Scandal at Scourie" is a drama of warmth and sentiment, tinged with humor and told in color by Technicolor. With acting that is persuasive and a narrative that is reasonably absorbing, the picture teams Greer Garson and Walter Pidgeon. A childless family in a Canadian community, they adopt a homeless orphan girl of the Catholic faith. This is used as a device to stir up subtle discord in the predominantly Protestant area by a politically-driven editor. And therein lies the story.

Donna Corcoran portrays the youngster whose playing with fire results in the accidental burning down of the convent orphanage. Next comes the problem of finding homes for the now homeless youngsters.

Miss Garson happens upon little Miss Corcoran near a country brook and becomes intrigued with the child. Through persistence and cajolery she persuades her husband to adopt the child. Since the child is a Catholic, the adoption of her is used as a weapon against Pidgeon who happens to be running for political office. There are other complications. When the school house burns, Miss Corcoran is accused of setting the fire. In the face of many trying problems, Pidgeon rises magnificently, and his decision to keep the child against all criticism strengthens.

Unfortunately, in the screenplay by Norman Corwin, Leonard Spigelgass and Karl Tunberg, the child, sensitive to the hostility around her, runs away. A storm that boils up heightens danger for the child. A search follows, punctuated by anxieties for the child's safety, following which she is found. A new understanding and appreciation for human values develops out of the incident and everything ends happily.

Others in the cast are Agnes Moorehead, Arthur Shields, Philip Ober, Rhys Williams, Margalo Gillmore, John Lupton, Philip Tonge and Wilton Graff.

Running time, 90 minutes. General audience classification. Release date, June 26.

20th to Release

(Continued from page 1)

duced by Robert L. Jacks and directed by Elia Kazan.

The third release will be "Invaders from Mars," produced by Edward L. Alpers, in Cinecolor, starring Helene Carter, Arthur Franz and Jimmy Hunt, followed by "The Desert Rats," starring James Mason, Richard Burton and Robert Newton, produced by Robert L. Jacks and directed by Robert Wise. The film opens at the Mayfair Theatre, New York, May 8.

To be reissued next month will be "Gentleman's Agreement," starring Gregory Peck and Dorothy McGuire, produced by Darryl F. Zanuck and directed by Elia Kazan, and "Snake Pit," starring Olivia de Havilland, Mark Stevens and Celeste Holm, produced by Robert Bassler and directed by Anatole Litvak.

CinemaScope

(Continued from page 1)

ducted the presentation at the Mastbaum Theatre, a Stanley-Warner house. The stories of the showing were published by local newspapers on page one.

Typical of remarks were those of Ted Schlanger, zone manager for Stanley-Warner, who said that CinemaScope would "open up new horizons in the future of the film industry." Nathan Golden of the U. S. Department of Commerce said "it has terrific possibilities to give the industry what it has lost during the last few years."

Exhibitors from New Jersey, West Virginia, Virginia, Washington and Pennsylvania were virtually unanimous in their praise.

Neumade Products' film synchronizer, "Synchromaster," was shown at the convention. Said to be for all types of film synchronization—for studio, laboratory, exchange and booth use—the machines are in production now and will be available from stock in models with two, three and four hubs for 16mm. and 35mm.

3-D TV Test

(Continued from page 1)

time the screen revealed a double image with or without the spectacles. The scenes used included the "Space Patrol" TV cast and settings, and also a black-and-white introduction to "Bwana Devil." The results were about equal.

ABC officials said the demonstration shows only one method of 3-D television transmission and should not be regarded as final. The biggest obstacle is the fact that pictures televised in the normal fashion lose their polarization in conversion to the signal and back again. Home set owners would require two picture tubes designed for projection and a screen to receive an overlapping picture if this system were adopted.

UA Expansion

(Continued from page 1)

John Turner, the company's Philadelphia branch manager, has been promoted to Eastern district manager, supervising Philadelphia, Washington, Boston, Pittsburgh and New Haven. Ralph Clark, San Francisco branch manager, has been promoted to Western district manager, supervising San Francisco, Los Angeles, Seattle, Portland, Salt Lake City and Denver. Mike Lee, St. Louis branch manager, has been promoted to Midwestern district manager, supervising St. Louis, Kansas City, Omaha, Des Moines, Milwaukee, Minneapolis, Indianapolis and Memphis.

The new district managers join Fred Meyers, district manager of Metropolitan New York; Moe Dudelson, Northeastern district manager, in charge of Detroit, Cincinnati, Cleveland, Buffalo and Albany, and George Pabst, Southern district manager, in charge of New Orleans, Dallas, Charlotte, Oklahoma City and Atlanta.

Chicago branch operations will be under the direct supervision of Western division manager James Velde and the home office.

The new Western and Midwestern district managers are under Velde

25 Exhibitors Will Change to Para. Wide-Screen Ratio

As a result of exhibitor visits to the Music Hall here, upwards of 25 key theatres have already indicated they will install large screens conforming to the specifications of the one at the Hall, where "Shane" is the attraction. These specifications are the Paramount-advocated aspect ratio of one foot in height to 1.66 feet in width, instead of the conventional 1 to 1.33.

Among the theatres planning to install large screens with the aspect ratio of the one at the Hall are the Denham, Denver; Mastbaum, Philadelphia; Paramount, Buffalo; Michigan, Detroit; Paramount, San Francisco; Radio City, Minneapolis; Paramount, Kansas City, and others in San Antonio, Washington, Boston, Dallas, Houston and Fort Worth.

No 'Cash Box' for Home TV: Sarnoff

LOS ANGELES, April 29.—Television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home, David Sarnoff, chairman of the board of the Radio Corporation of America, declared here today at the keynote address at the National Association of Radio and Television Broadcasters convention.

Should Work Together

Sarnoff's reference to pay-as-you-see television came in that phase of his address relating to television and motion pictures. Sarnoff said there were real differences between the two mediums, one of which is the box-office, and both mediums should work to satisfy the dual needs of the American people.

He predicted that 1,000 TV stations will be in operation within a few years and expressed the hope that the day is not far off when compatible color television will be authorized for commercial broadcasting. Among the new scientific advances in the offing, he said, were electronic tape recorders for television program storage.

and the others are under Milton Cohen, Eastern division manager, while Canadian division manager Charles S. Chaplin is in charge of all branches in Canada. Successors to the three who were promoted are scheduled to be named tomorrow.

"This expansion of our sales operation," Heineman said, "is designed to meet the challenge of the strongest product line-up in United Artists history. It represents our pledge to every producer in the United Artists family and to every exhibitor of a high-calibre sales operation geared to render the most effective and efficient service for every property on our schedule."

Goldman Leaves Warner

Ben Goldman, who has been with Warner Brothers for the past 25 years—the last two-and-a-half in the non-theatrical department—has resigned to assume the post of traffic manager and purchasing agent for Knitwear Hobby Mills, Inc.

PARAMOUNT

RADIO CITY

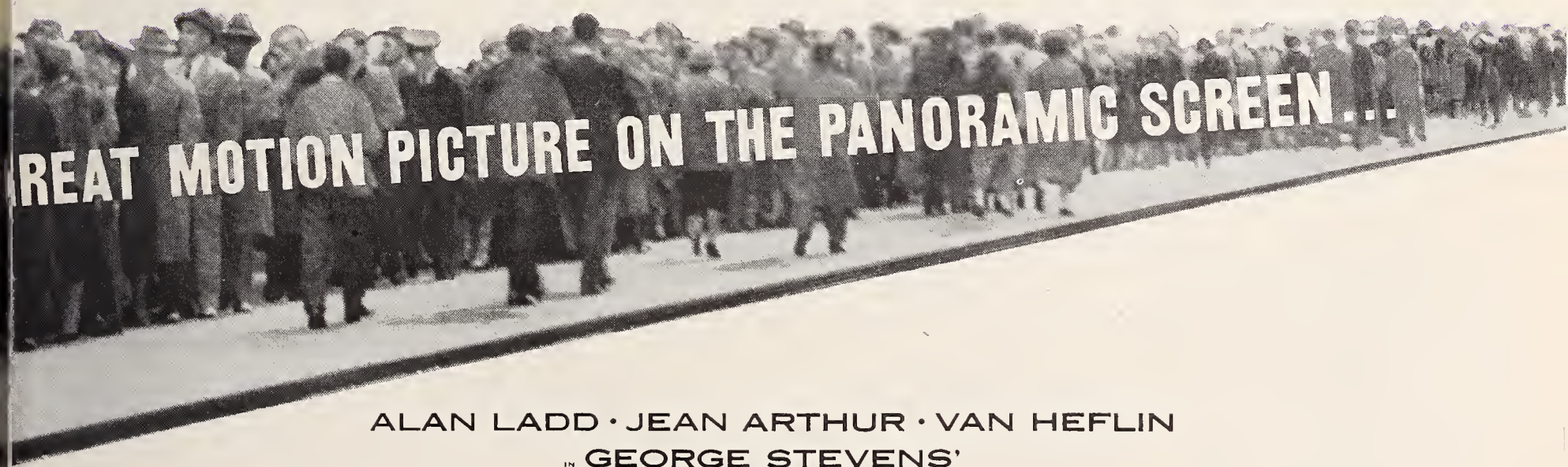
GEORGE STEVENS' "SHANE" ON GREAT PANORAMIC SCREEN

RECORD-BREAKING CROWDS ARE LINING UP TO SEE A

CONGRATULATES

Radio City Music Hall

Paramount congratulates the management and staff of Radio City Music Hall for the speed and efficiency with which, in a brief twenty-three days, they adopted the great panoramic screen as a new means of film presentation. The overwhelming response of public and press confirms that George Stevens' SHANE, with its dramatic sweep and pictorial grandeur, was an ideal choice for inaugurating this first step in a new era of exhibition. As the Music Hall moves forward with its future plans, Paramount is accelerating its own efforts toward enabling all exhibitors to profit by this and other attendance-stimulating techniques.



ALAN LADD • JEAN ARTHUR • VAN HEFLIN

IN GEORGE STEVENS'

PRODUCTION OF

"SHANE"

COLOR BY TECHNICOLOR

CO STARRING BRANDON DE WILDE WITH JACK PALANCE

BEN JOHNSON • EDGAR BUCHANAN • PRODUCED AND DIRECTED BY GEORGE STEVENS

SCREENPLAY BY A. B. GUTHRIE, JR. • ADDITIONAL DIALOGUE BY JACK SHER

BASED ON THE NOVEL BY JACK SCHAEFER

Arbitrate! Says SBC Group Head

(Continued from page 1)

that the sub-committee's final report will play up arbitration as a leading solution to the problem before the sub-committee.

Schoepel made his statements on arbitration today during testimony by William Zimmerman, assistant to the domestic sales manager of RKO Radio Pictures. Zimmerman, today's only witness before the sub-committee, was the third distributor spokesman to testify. Yesterday the sub-committee heard from Loew's general sales manager Charles M. Reagan and Universal Pictures' vice-president and general sales manager Charles J. Feldman.

Zimmerman told Schoepel that he "wholeheartedly" shared the Senator's belief that any arbitrable situation should be arbitrated. He said RKO favored arbitration and was willing to accept the final draft of the industry arbitration system presented to exhibitors and distributors last fall. RKO is willing to arbitrate matters of clearance, he said, but is flatly opposed to arbitrate film rentals.

"This is a one way street," he declared. "There would be arbitration only as to whether bids were too high; not whether they were too low."

The fourth and final distributor spokesman, Paramount Pictures' vice-president and general counsel Austin C. Keough, will testify before the sub-committee tomorrow. He is expected to give detailed information about the negotiations conducted for an industry arbitration system last spring and summer, and explain the final draft agreed to by exhibitors and distributors.

Recess After Keough

The hearings will recess after Keough's testimony, to resume at a later date with spokesmen from the anti-trust division of the Department of Justice and the Federal Trade Commission. Both were originally scheduled to appear Friday of this week, but Attorney General Brownell was granted a postponement so that he and newly appointed anti-trust chief Stanley Barnes could look over the record of the hearing. Since the committee wants to hear both the FTC and Justice on the same day, the FTC's appearance has been postponed, too, a committee official said today.

In a 14-page prepared statement, Zimmerman said that his company had suffered "no less severely than the exhibitors" since 1948. "Our company has found the competition with the other motion picture companies for the patronage of the exhibitor to be most severe," he said, "and has suffered substantial losses during 10 of the last 15 years."

Zimmerman called "ridiculous on its face" the exhibitor charge that RKO Pictures and other producer-distributors are trying to drive independent exhibitors out of business.

"In other words," he declared sharply, "our company is intent upon committing economic suicide."

He pointed out that half of RKO Pictures' national revenue is derived

from smaller independent exhibitors. "Using Mr. Myers' figures of more than 10,000 theatres which may be driven out of business," he continued, "our potential market would be reduced from about 19,000 to 9,000 theatres." In many localities, Zimmerman said, there would be no substitute for the closed theatre, so that "the patronage from that area would be irretrievably lost."

Zimmerman's statement outlined the position of the distributor faced with the "bargaining power" of the exhibitor. "Much has been said to this committee concerning the alleged weakness of the independent exhibitor in his dealings with the motion picture companies for product," he said. "The facts are to the contrary."

As factors facing the distributor, he pointed to the number of companies competing with each other for exhibitor business; the localities where one exhibitor owns the only theatre or theatres in the community; arrangements made among exhibitors "not to compete with each other for the licensing of product, but to divide such product"; buying and booking combines which possess concentrated strength "and are successful in obtaining films from RKO Pictures upon very favorable terms."

Permitted Two A Year

Zimmerman described the pre-release practice as being "one of long standing." It is used, he explained, when a producer makes "an all out effort in time and money to produce an exceptionally outstanding picture." He told the committee that the final arbitration draft of last year contained a clause permitting each company to pre-release two pictures a year.

A policy on the part of exhibitors of adhering to a rigid admission price "arbitrarily precludes such pictures as 'Hans Christian Andersen' and 'Peter Pan' from an opportunity to obtain the revenue which they are capable of producing and need," Zimmerman maintained.

This reminded him of the use of a "loss leader," he said, with the exhibitor using "the excellent Disney or Goldwyn attraction to create good will among his customers so that they will be more inclined to attend his theatre when a less attractive, or indeed a markedly inferior, picture is being shown." The exhibitor thus insists, Zimmerman claimed, "that Disney or Goldwyn take the loss so that the exhibitor may obtain a better patronage with respect to other less attractive pictures."

Zimmerman's concluding remarks dealt with competitive bidding. "Nothing could be farther from the truth," he said, than that RKO Pictures has operated competitive bidding in an unfair manner. The company institutes bidding only at the request of an exhibitor, he said, with the exception of the Chicago area. There, because of a decree in a private suit, RKO Pictures adopted the advice of counsel that "the only assurance against a claimed violation of that decree was to adopt competitive bidding for the subsequent run situations in Chicago."

RKO Pictures thought competitive bidding was a "fair method of resolving exhibitors' conflicting demands," he said, and was honestly administering it. "It seems to us," he went on, "that most of the objections to com-

petitive bidding you have heard are the result of the fact that the exhibitor involved is unable to meet competition."

Zimmerman explained that RKO Pictures employs competitive bidding in 800 situations and averages three theatres per bid. Exhibitors do not see the bids, he said, but if there are exhibitor complaints over the distribution of bids the company sometimes permits a lawyer to look at them.

About half of Zimmerman's statement was devoted to the method of selling "Peter Pan" and "Hans Christian Andersen." Respective producers Walt Disney and Samuel Goldwyn, he said, had told RKO Pictures that it would be impossible for them to "recoup their costs, let alone make profits," if the pictures were distributed on a regular release basis only. It was evident to RKO and to the exhibitors who viewed the pictures with RKO, Zimmerman said, "that they were of such outstanding quality as to warrant the deluxe marketing of a pre-release."

Subject to the requirements of the law, Zimmerman said, RKO's contracts give Goldwyn and Disney the right to determine the sales policy in the marketing of their pictures. "This carries with it," he added, "the right to approve and reject any proposed license agreement."

He emphasized, however, that it has been RKO Pictures' policy not to make any agreements, expressed or implied, with respect to admissions prices. "Under our instructions," he explained, "our sales personnel are required to use the utmost care in obtaining the exhibitor's intended admission price, so that there could be no criticism that RKO's salesmen or sales executives had attempted, directly or indirectly, to obtain an admission price agreement. Indeed, our sales personnel are instructed to tell the exhibitor when requesting such information that the exhibitor is free to charge any admission price he chooses."

Describes Shor Episode

Zimmerman described in detail his company's recent experience with Cincinnati exhibitor Ruben Shor, in the marketing of "Peter Pan." Zimmerman said Shor had told the RKO salesmen the prices at which he intended to offer "Peter Pan," and that subsequently Shor advertised the picture at a lower price for adults and free of charge for children.

"It is perfectly understandable in the light of the importance of the popcorn, candy and other concession business in theatres why Mr. Shor has a policy of admitting children free to his drive-in theatres," Zimmerman declared. "It is obvious that if he attracted an increasing number of children, his concession business, both with respect to the children and with respect to the parents who accompanied them, would be correspondingly increased. The beauty of this arrangement as far as Mr. Shor was concerned is that since his film deal was a straight percentage of the box office gross receipts, he was required to make no payment to Disney nor the children's patronage, which inured completely to Shor's benefit in terms of concession sales."

The Disney picture has a

Adjustments May Be Arbitrable: Feldman

WASHINGTON, April 29.—Requests for film rental adjustments on which the exhibitor and distributor are not in agreement might properly be a matter of arbitration, Charles Feldman, Universal general sales manager, told the Senate Small Business sub-committee yesterday.

Feldman was asked by Sen. Smathers (D., Fla.) whether rental adjustments shouldn't be arbitrated. Feldman replied that he thought they should be.

"In a broad sense," he explained, "after a picture has played, adjustments should be a matter for arbitration."

"If an exhibitor says he lost money on a picture because it didn't come up to expectations, would you arbitrate?" Smathers continued.

"Yes," Feldman replied, "within certain bounds."

"I commend you on your willingness to arbitrate so that everybody can stay alive," Smathers said.

"We try to operate so that the local man can handle everything," Feldman explained. "We can't operate our business from New York."

Feldman previously had told the sub-committee that Universal, like other major companies, was unwilling to submit film prices to arbitration.

The most difficult problem of all, he continued, is film rentals. "As previously stated," he declared, "a poor picture brings nothing, and the price of a good picture must be arrived at through negotiations only. We know of no way by which any outside party to the transaction can place a price tag on anything like a motion picture that has a different value in every single theatre and village and city in which it plays."

special attraction for children, Zimmerman explained, and must receive substantial revenue from that source. Shor used it "as a lure," he said, without compensation to Disney of any kind, "so that he could make a killing in candy, popcorn and other concession sales."

Zimmerman told the committee that the total national concession sales was equal to about 39½ per cent of the total national theatre admissions and that the percentage was greater for drive-ins. "When the picture, such as a Disney feature, has a special appeal for children," he said, "the profits from concession sales spiral upward."

Thomas Stowell Retiring

ALBANY, N. Y., April 29.—Thomas Stowell, veteran of 30 years of publicity work in the state service and well-known legislative correspondent, will retire Friday from his post as director of the motion picture unit of the State Commerce Department here.

Vt. Sunday Bill Killed

MONTPELIER, April 29. — A bill which would have allowed Sunday shows in Vermont to start at 2:00 P.M. was killed by the State Senate after having been passed by the House. Shows now are permitted only on Sunday evenings in Vermont.

In the THEATRE Equipment World . . . with RAY GALLO

SELLING candy in motion picture theatres will be the predominant theme of this year's "Candy Carnival Week," a nationwide promotional program sponsored annually by leading candy manufacturers. Set for the week of May 25, the celebration will be heralded in newspaper, television and radio advertising. Special film trailers, posters and other material for theatre snack stands are being prepared; theatre operators can secure them through the Cleveland office of National Screen Service. General headquarters for the entire campaign will be in that city.

William S. Stewart has been promoted to assistant division manager of American Seating Co.'s Southwestern division, according to an announcement by James M. Vermeulen, vice-president and general sales manager of the company, which has headquarters in Grand Rapids, Mich. Replacing Stewart as office manager at the company's Syracuse branch will be Norman E. Wietig, who has been with the firm since 1945. Stewart joined American in 1950 as a sales representative in San Francisco.

A new "roll along" safety ladder for use in stock and storage rooms has been announced by the Dayton Safety Ladder Co., Cincinnati. It is mounted on three-inch ball bearing, rubber-tired swivel casters, fitted to the back standards; while the front standards are equipped with steel ferule type "safety shoes" with rubber suction grip treads. The ladder has a wide top shelf and an auxiliary platform giving 9½ inches of additional height when required.

Milton L. Valentine has been named manager of Eastman Kodak's photo information center in Grand Central Terminal, New York, according to James E. McGhee, Kodak vice-president and general sales manager. Valentine was assistant manager of the exhibit since it opened in May, 1950.

Announcement of the change of corporate name of the Lithox Corp., of Wapakoneta, Ohio, manufacturers of corded rubber floor matting and stair treads, to the D. W. Moor Rubber Corp. has been made by D. W. Moor, president and general manager. Other officers include H. E. Sheets, secretary-treasurer, and T. K. Zuber, vice-president. Moor is also president of the American Mat Corp. and the D. W. Moor Co., Toledo, and vice-president of the Toledo Rubber Products Corp., Waterville, Ohio.

A new catalog (No. 212) describing its line of "Super Snaplite" and "Snaplite Series II" projection lenses has been announced by the Kollmorgen Optical Corp., New York. The bulletin also includes a screen chart.

Mich. Allied

(Continued from page 1)

sion eventually. "With CinemaScope in the picture, 2-D films will be obsolete so why not let television have them," he said. He invited the exhibitors to a special screening of CinemaScope at the Fox Theatre Friday.

Wilbur Snaper, president of national Allied, told the exhibitors, "If you want to stay in business you've got to stand solid."

Snaper gave a vigorous speech on arbitration, film buying, trade practices and increased admissions. "The solution to all problems," Snaper stated, "is to remain organized, cooperate and stand together."

Snaper conducted a question and answer period and was bombarded by questions for more than an hour. The question most voiced was the problem of taxes and arbitration. Snaper said that the fight to repeal taxes is going along in the exhibitors' favor and as for arbitration and all other problems he repeated his phrase to "stand solid."

Clarence Williamson of National Theatre Supply gave a highly technical talk on three-dimensional films. He explained various parts and problems of 3-D and told the exhibitors that as various new techniques progress so will the equipment needed for the various types of motion pictures.

At a round table discussion of all members a resolution was passed commending U. S. Senator Homer Ferguson for the thorough and efficient manner in which he took interest in the problems of the exhibitors during the recent meeting in Washington by the Small Business Committee.

Joseph Dennison, a Michigan exhibitor for 47 years, praised the convention as one of the best in 25 years. He particularly commended Pearce Parkhurst of the Lansing Drive-in, chairman of the convention committee, and Ernest T. Conlon, executive secretary of Allied, for their efforts.

The exhibitors wound up the three-day convention with a dinner and dancing session at the Elmwood Casino in Windsor.

Conlon announced that election of officers will take place in the fall.

Para. to Distribute Hayward, Logan Film

Paramount Pictures discloses that it will finance and distribute a film to be produced independently by Leland Hayward and Joshua Logan of the Broadway stage. The film will be directed by Alfred Hitchcock and will star James Stewart. Based on Cornell Woolrich's short story, "Rear Window," it is slated to go before cameras at the Coast studio in October.

21 GPE Directors Elected Here

Twenty-one directors were elected at the General Precision Equipment Corp. annual meeting held here.

They are: R. L. Clarkson, C. E. Delafield, W. E. Green, R. N. Harder, D. O. Hastings, E. G. Hines, H. G. Place, R. T. Rinear, C. L. Stillman, E. V. Bell, T. R. Berner, H. D. Campbell, L. H. Campbell, Jr., H. K. Halligan, S. D. Herbert, Jr., L. A. Kolker, N. A. McKenna, W. A. Reichel, J. A. Robertshaw, J. A. Zock and J. Dean.

high spot for three loves



Seventeen's May Picture of the Month

Teens want adult movies. Stories that plumb emotional depths. And they watch Seventeen's columns for news of the latest.

So when Seventeen comes up with an award winner like "Three Loves" teens race to it. The whole youth world wants to see this thrilling line-up of stars. They come in pairs, in groups. And get the folks to follow up. It means plenty of tickets sold.

Most important—Seventeen backs its Pictures of the Month with Free Display Material. Promotion aids that draw teens to local theatres . . . fill houses for exhibitors . . . In May it's doing it for

The Story of THREE LOVES



starring

Pier Angeli • Ethel Barrymore
Leslie Caron • Kirk Douglas
Farley Granger • James Mason
Agnes Moorehead • Moira Shearer

An MGM Picture
Color by Technicolor

seventeen

Entertainment Magazine For
Young Women In Their Teens

MAGIC CARPET...
from here
...to there!



By the reel, it's just so much film. On the screen, it's freedom... a magic carpet—from here—to there.

Actually, there's nothing in the world quite like a good show... nothing so relaxing... nothing so rewarding.

That's why it's so important that all details be precisely attended to. That's why the industry is so keenly interested in latest technics; why the Eastman Technical Service for Motion Picture Film, in turn, is so earnest in its co-operation, with every phase of the industry.

Branches at strategic centers. Inquiries invited.
Address: Motion Picture Film Department,

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division,
342 Madison Avenue,
New York 17, N. Y.

Midwest Division,
137 North Wabash Avenue,
Chicago 2, Illinois.

West Coast Division,
6706 Santa Monica Blvd.,
Hollywood 38, California.

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VOL. 73. NO. 84

NEW YORK, U. S. A., FRIDAY, MAY 1, 1953

TEN CENTS

Allied Scored For Turndown Of Arbitration

**Action 'Came As Shock,'
Keough Tells U.S. Group**

By J. A. OTTEN

WASHINGTON, April 30.—Austin C. Keough, Paramount vice-president and general counsel, today lashed out at Allied States Association for what he called "an astounding performance" in turning down the industry arbitration draft proposed last fall.



Austin Keough

Keough told a Senate Small Business subcommittee investigating industry trade practices that Allied had known from the start of the arbitra-

(Continued on page 6)

9 Companies Show Sharp Profit Dip

WASHINGTON, April 30.—Nine major producer-distributor companies netted only \$19,000,000 on their operations last year compared with \$64,000,000 in 1946, a Senate small business subcommittee was told today.

The figures exclude domestic theatre operations. Paramount vice-president and general counsel Austin C. Keough gave the subcommittee the gross and net profit figures for the nine firms for the years 1946 through 1952. The nine companies were not

(Continued on page 6)

MPA Annual Meeting Today; Delay Report

Eric Johnston's annual report to the board of directors of the Motion Picture Association of America will not be made at the annual meeting here today because the document has not been completed. However, a number of other subjects are on the agenda.

In addition to the election of officers, the board will take up such items as theatre television, the con-

(Continued on page 6)

Theatres Linked For TV 117 Times

Since 1948, theatres have been linked by the American Telephone and Telegraph Co. for TV service on 117 occasions, according to an A. T. & T. survey. The 117 occasions apparently include the many experimental theatre telecasts.

A. T. & T. said it now provides network service over 34,000 channel miles, which will be extended another 13,000 miles by the end of the year.

N.Y. On Top Near End of 'U' Drive

Universal Pictures' 18-week "Charles J. Feldman Silver Anniversary Drive"—with \$35,000 in prizes—concludes tomorrow night with winners to be announced in a few weeks.

At the end of the 17th week of the drive, which marks 25 years with Universal for Charles J. Feldman, general sales manager, 29 of the company's 32 domestic branch offices were over quota as were all seven districts and all three divisions.

The New York branch headed by Metropolitan New York district manager David A. Levy had a lead of four and one-half percentage points among the branches at the end of the 17th week. Jacksonville, headed by

(Continued on page 6)

Would Have Arbitrated Percentage Report Cases

WASHINGTON, April 30.—Distributors were at one time willing to arbitrate—"with certain limitations"—percentage rental reporting controversies with exhibitors, correspondence given the Senate Small Business subcommittee today showed.

Paramount general counsel Austin C. Keough put into the record an exchange of letters in May, 1951, with Allied States Association general counsel Abram F. Myers. Myers had asked for the distributors' reaction to "the suggestion that controversies over returns on percentage engagements be included in the arbitration plan."

In reply, Keough said that he and Paramount general sales manager A. W. Schwalberg sympathized with Myers' efforts to avoid newspaper publicity over the percentage suits. He added that he saw no necessity for these suits providing the exhibitor gives honest reports and opens his

(Continued on page 6)

Ohio Censor Law Upheld

COLUMBUS, April 30.—The State Supreme Court in a five to two decision upheld the constitutionality of the Ohio censor law in refusing a request by Superior Films for an order vacating the censor board's rejection of "M." Superior contended that the censor law is unconstitutional because its vague wording constituted a violation of the freedom of speech.

The court held that the law is not a violation of rights and the act does not constitute an unconstitutional delegation of legislative power.

The court said "the lofty purposes which the plaintiff claims for 'M' would appeal only to a limited number of viewers, whereas even the producers admit the film's portrayal of

(Continued on page 6)

Brien Is Elected AMPA President

Lige Brien was elected president of the Associated Motion Picture Advertisers at yesterday's luncheon-meeting held here at Trader Tom's.

Others elected were: Albert Floersheimer, Jr., vice-president; Edgar Goth, secretary; William Boley, treasurer, and the following directors: Maurice Bergman, Miriam F. Brandon, Blanche Livingston, Harry K. McWilliams and Gordon White. Vivian Moss was elected to the board of trustees.

Wide-Screens Seen Out for Foreign Use

**UK's Knopp Calls Coast
Producers 'Parochial'**

By WILLIAM R. WEAVER

LOS ANGELES, April 30.—Motion pictures are "international currency" and Hollywood producers are being "parochially minded" when they rush into unstandardized extra-dimension screens, Dr. Leslie Knopp, president of the British Kinematograph Society, said today at the convention here of the Society of Motion Picture and Television Engineers.

He pointed out that most theatres in what America calls the foreign market are long and narrow, limiting possibilities of expanding laterally, and most exhibitors, as particularly in England, are governmentally limited as to the amount they may spend for theatre alterations. Knopp said he is here to observe advancements disclosed at the SMPTE convention with a view toward reporting back to his organization.

The Kinematograph Society is

(Continued on page 7)

10,000 See Chicago CinemaScope Show

CHICAGO, April 30.—More than 10,000 invited guests today saw the third key-city theatre demonstration of 20th Century-Fox's CinemaScope process at the Uptown here.

Audiences at each of the three showings registered their enthusiasm with applause. Theatre men attending came from all parts of the state and from Indiana, Ohio, Missouri and Iowa. In addition to exhibitors, Mayor Martin Kennelly headed a distin-

(Continued on page 7)

Palsy Campaign Is Officially Underway

The 1953 national campaign of United Cerebral Palsy for \$7,500,000, and the city-wide drive for New York for \$1,000,000, were officially opened yesterday at ceremonies in Times Square that featured the first "Children's Rally for Cerebral Palsied Children" ever to start such a drive, and the lighting of a 26-foot Beacon of Hope—symbol of the UCP drive

(Continued on page 7)

Personal Mention

WILLIAM GOETZ, Universal production head, is scheduled to leave here for the Coast over the weekend.

EMERY AUSTIN, exploitation assistant to **DAN S. TERRELL** at M-G-M, is recuperating at his Atlanta home from an arm injury sustained in a fall, and as a result, the Dallas and San Francisco meetings of field promotion forces have been postponed.

JAMES A. FITZPATRICK, producer of M-G-M's "Traveltalks," has returned to the Coast from a two-month cruise around South America.

DAVID LIPTON, Universal vice-president in charge of advertising-publicity, will leave here for the Coast tonight by plane.

ANNA MAGNANI and **DR. RENZO AVANZO**, Italian producer, will sail for Europe from here today aboard the *S.S. America*.

MAURICE A. BERGMAN, Universal public relations executive, will address the Greater Detroit Motion Picture Council today.

RUSSELL HOLMAN, Paramount Eastern production manager, has left here for Hollywood.

OTTO PREMINGER, producer-director, will return to Hollywood from New York today after a two-week stay.

SOL B. FIELDING, M-G-M producer, left here for the Coast yesterday.

U.K. Sponsored TV Seen Set in May

LONDON, April 30.—The government is expected to announce on or about May 22 the establishment and terms of operation of the organization to be set up to control commercial television here.

Prime distinction from the American system will be that sponsors will not control programs. The alternative, suggested by leading advertising agents, is for the commercial network to accept advertisements for insertion in programs in a variety of ways, but program content would be as free from advertisers' influence as newspaper editorial policy is.

In contrast with the American system, the station would not sell time to advertisers for their programs, but would charge the advertiser for the length of his advertisement and the established size and nature of the viewing audience. Advertising experts estimate that the commercial network will require revenue of between £6,000,000 and £8,000,000 annually.

Advertising associations have submitted to the government a code of standards at least as rigid as Hollywood's Production Code.

When TV Advertises 'Stay Home and See A Movie,' Get Your Patrons a TV-Silencer

Columbus, April 30.—Irrked by television stations' admonitions to "Stay home and see a movie with your shoes off as you cannot do in a theatre," Robert Wile, executive secretary of Independent Theatre Owners of Ohio, was spurred into devising some retaliation for Ohio exhibitors.

In his current bulletin to members Wile reports that he has made a deal with Audio Controls of Cincinnati, manufacturer of a device which attaches to TV sets and enables a viewer to turn off the sound while the commercial is on, to supply theatres with the devices in quantity at a discount.

"Advertise on your screens and in newspapers that you are giving the device away under whatever conditions you decide," Wile advises, suggesting several methods of using the device as a premium for repeated theatre attendance.

"We think that as soon as television advertisers learn that this device is being given away by theatres, they will stop spending money to put movies on television," Wile observes.

South African Production Planned by Schlesinger

By AL STEEN

The Schlesinger interests in South Africa are planning to "spread their wings" in the production field but will proceed cautiously, John Schlesinger, chairman of the International Variety & Theatre Agency, said here yesterday. Schlesinger, son of the late I. G. Schlesinger and nephew of the late M. A. Schlesinger, whose companies operate vast amusement and other industries in Africa south of the equator, said that I.V.T.A. was exploring the possibilities of producing features in South Africa.

Any production venture that is started, he said, will be on a partnership basis with a major company. The Schlesingers, he explained, had an interest in "Ivory Hunters," produced by Michael Balcon, and are partners in "West of Zanzibar," which Balcon currently is producing in Africa. "Zanzibar" is a sequel to "Ivory Hunters." Schlesinger said his company produces two pictures annually in the Afrikaans language, but this product is not distributed outside of the territory. It also produces a newsreel and documentary pictures.

The company has both studio and laboratory facilities in Johannesburg and is now expanding its laboratories so that it can print and process all bi-pack color methods with the exception of Technicolor.

Schlesinger has been making a study of the various wide-screen media here. He said he was particularly interested in CinemaScope but that he had made no commitments for installing the process in any of the 400 theatres which are operated by African Consolidated Theatres. However, 10 of his theatres are equipped for showing three-dimensional pictures. Warner Brothers' "House of Wax" has been booked and the houses already have played "Bwana Devil" to big business, he said.

Schlesinger believes that television is a "long way off" in South Africa. He said that programming problems were a big obstacle because of censorship laws. Pictures are censored for African patrons but there could be no control over telecast material.

Theatre business, and business in

Msgr. Masterson at Vatican Film Meet

ROME, April 30.—The establishment of a permanent organization to serve the Pontifical Commission for Motion Pictures was advanced at a three-day meeting at Vatican City this week presided over by Bishop Martin J. O'Connor, rector of the North American College in Rome and president of the Pontifical Commission.

The international group will act as advisors to the Commission. They were named by the hierarchies of their respective countries and appointed by the Holy See.

The United States was represented at the sessions by Msgr. Patrick J. Masterson, director of the National Legion of Decency. He came here from Malta where he attended a meeting of the International Catholic Film Office on "Motion Pictures and Missions."

Under its constitution, Bishop O'Connor explained, the Commission is to be "an organ of study, of service to the Sacred Congregations and to the Episcopate, and for the coordination of the activities of national Catholic film centers."

Delegates to the meeting at Malta, according to Msgr. Masterson, decided to devote efforts to influencing and inspiring proper attitudes and standards of film production in their home countries. They also recommended, he said, that their respective hierarchies establish a national film center in each mission land.

general, Schlesinger said, is "holding its own," but operating and construction costs have increased considerably.

Schlesinger will return to South Africa Wednesday via London.

Charge Communists Dominate U.K. Technicians Union

LONDON, April 30. — Charges of Communist domination of the Association of Cine & Allied Technicians disrupted the annual general meeting of the union here.

The charges were contained in a pamphlet sent to the union's 5,500 members by Harold Hanscomb, a still cameraman. Asked for proof of his charges, Hanscomb protested that insufficient time to prepare it had been allowed him. "My pamphlet calls a spade a spade and it seems to have upset the people who prefer the sickle to the spade," he said.

He charged that some members of ACT's general council were not primarily working for the union but were more interested in spreading Communism and that the union's funds had been contributed to Communist or Communist-approved organizations.

The union designated self-confessed Communist Ivor Montague as its spokesman. He said all of his efforts had been devoted to the union's interest and that he "is proud of having succeeded in winning Communist policy to support so much of the union's policy."

Discussion of the charges disrupted all of the carefully arranged convention program. Only slightly more than 300 of ACT's 5,500 membership attended the meeting.

CinemaScope Sought For British Film

LONDON, April 30.—Associated British will make the first picture here in 20th Century-Fox's CinemaScope process if arrangements can be made by next November when shooting at Elstree of "Queen Esther," a Biblical subject in which Hedy Lamarr may star, is scheduled to start. The picture will be shot on conventional film also.

Miss Lamarr is scheduled to arrive here May 9 to further discuss plans tentatively made for the picture in Hollywood by Robert Clark, executive producer for AB.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

ALAN LADD JEAN VAN LADD ARTHUR HEFLIN

in GEORGE STEVENS' production of

"SHANE"

color by TECHNICOLOR • A Paramount Picture
plus Spectacular STAGE PRESENTATION

NATURAL VISION
3 DIMENSION
WARNERPHONIC
SOUND

HOUSE OF WAX
WARNERCOLOR
VINCENT PRICE
FRANK LOVEJOY • PHYLLIS KIRK

PARAMOUNT

in person
EDDIE FISHER
HUGO WINTERHALTER
AND ORCHESTRA
THE BEACHCOMBERS
JOE FORMAN

Midnight Feature

Butterfield TV Bid Rejected

WASHINGTON, April 30.—Federal Communications Commission hearing examiner Benito Gaguine today turned down the application of W. S. Butterfield Theatres, Inc., for a television station in Flint, Mich.

He recommended that the commission give the channel to Trebit Corp. on the ground that its proposed site would serve the city better and because the public service programs it outlined were better than those proposed by Butterfield or by a third applicant, WJR, Inc.

The decision could be appealed to the full commission.

Gaguine found the three applicants about equal on all other points. He said he could not make any finding against Butterfield on the ground of alleged anti-trust violations, a point raised by the competing applicants. Gaguine said that nothing had actually been established in the hearing record on this point. He also indicated that he had not ruled against Butterfield because it owned theatres, saying that as of now he could see no conflict between owning theatres and TV interests.

Pa. Weighs Local Tax Exemption Measure

HARRISBURG, Pa., April 30.—A bill to exempt theatres from admission taxes locally imposed has been introduced in the Pennsylvania legislature under bi-partisan sponsorship. Over 300 local taxing districts in the state are collecting an admission tax now. The exemption measure has been referred to the committee on municipal corporations.

If passed, the measure would not affect the Philadelphia city admission tax. However, an ordinance to repeal that tax is now before the City Council there awaiting action.

HARRISBURG, April 30.—A bill providing for local option elections on Sunday shows every two years instead of every four has been introduced in the state legislature.

46 from UK Flying To AA Convention

LONDON, April 30. — MacGregor Scott, general sales manager of Associated British-Pathe, Allied Artists distributor in Great Britain, has completed arrangements to fly his entire sales force to Miami, Fla., to attend Allied Artists' first international sales convention which will open on May 18 and run three days.

The British contingent of 46 will leave here May 15. They will stop for a brief visit in New York both en route to and from the convention. Nearly 150 delegates from 50 countries will attend the sessions, called by Steve Broidy, president, and at which Norton V. Ritchey, president of the company's foreign subsidiary, will preside.

Gallego Dies Abroad

Joaquin Gallego, RKO Radio's manager in Portugal, died yesterday following a long illness, the home reported. A veteran employee of the company in Europe, Gallego had been stationed in Portugal for the past 10 years.

Reviews

"Fair Wind to Java"

(Republic Pictures)

AN ADVENTURE YARN with many exploitable box-office angles is offered in "Fair Wind to Java," starring Fred MacMurray and Vera Ralston. There is hardly a moment when the action lags in this Trucolor sea saga of a Yankee trader in the Dutch East Indies at the turn of the 19th Century. Taken on terms of spectacle and action, this film should be a rewarding experience. It falls down, however, on credibility and characterization.

Nevertheless, the sheer physical strength depicted in swordsmanship, fisticuffs, an erupting volcano and an overwhelming tidal wave should win a satisfied audience. Incidentally, many of the battle scenes could have been more effective if some of the "good guys" were felled, too.

MacMurray as the tough Yankee trader turns in a competent performance, while Miss Ralston as Kim Kim, the native girl, looks well in her sarongs. Victor McLaglen, a crew member on the Yankee ship, brightens up the scenes he appears in, while Robert Douglas and big Buddy Baer are menacing throughout.

The colorful story, which features a mutiny, a nefarious pirate and a search for lost diamonds, opens with MacMurray threatened with the loss of his ship due to the unfriendliness of the Dutch to a Yankee trader. In order to become the owner of his own vessel, he follows a tip about a lost treasure which leads him to purchase slave girl Vera Ralston. Her presence aboard the ship sets the stage for a mutiny led by John Russell, the second mate, which is thwarted, however, when MacMurray promises to share the treasure with the crew. New trouble brews when the notorious pirate Robert Douglas captures the Yankee ship and its crew and forces Vera to betray her secret to him. The Yanks escape and the mad race with the pirates to the volcanic island where the treasure is hidden comes to a climax when the volcano erupts. A huge tidal wave engulfs the pirate ship and with the enemies out of the way, MacMurray forgoes the treasure to marry Miss Ralston.

Others in the cast include Claude Jarman, Jr., Grant Withers, Howard Petrie and Paul Fix. Joseph Kane was associate producer-director, while Richard Tregaskis wrote the screenplay, based on a novel by Garland Roark.

Running time, 92 minutes. General audience classification. Release date, April 28. MURRAY HOROWITZ

"The Sun Shines Bright"

(Republic Pictures)

VETERAN DIRECTOR JOHN FORD in this production turns his attention to the post-Civil War period and the results are quite uneven. His touch shines through in a near lynch scene and in a moving funeral sequence, but these episodes are bogged down by the lack of movement and continuity in the story.

Laurence Stallings who wrote the screenplay, based on the short stories of the late Irvin S. Cobb fails in a number of consequential instances to give the audience an appreciation of the motivation of characters. However, the compassion of Judge Priest, played by Charles Winninger, illuminates many moments of the story and Winninger's portrayal is a winning one.

The setting is the town of Fairfield, Ky., in the early part of the 20th century, where Winninger and his followers represent the tradition of the Confederacy attempting to stave off the machinations of a sharp Yankee politician, played by Milburn Stone. Winninger as Judge Priest is confronted with a number of obstacles which could ruin his chances of re-election and the way he handles these obstacles proves to be the most telling part of the film. Despite popular feeling, he stands up to a group of would-be lynchers and talks them out of taking the law in their own hands. Again running counter to popular feeling, he leads a funeral for a woman, considered not respectable by the influential elements. The funeral cortege on election day and the subsequent funeral oration by Winninger are among the film's most effective scenes.

Interwoven in the main story outline is a romance, some fisticuffs and a duel with horse whips. Winninger, eventually, is recognized for his compassion and wins the election. Featured in the story are some old popular melodies such as "Deep River" and "Swing Low, Sweet Chariot."

Others in the cast include Arleen Whelan, John Russell, Stepin Fetchit, Russell Simpson, Ludwig Stossell and Francis Ford. The Cobb short stories from which the film is based are "The Sun Shines Bright," "The Mob from Massac," and "The Lord Provides."

Running time, 90 minutes. General audience classification. Release date, May 2. M. H.

MPIC Pledges Aid To US Film Program

HOLLYWOOD, April 30.—The Motion Picture Industry Council has adopted a resolution pledging its fullest cooperation in connection with the work of the U. S. International Information Administration in its use of films in the "cold war."

The resolution said MPIC will make every effort to implement the original Council of Motion Picture Organizations-MPIC program and expand it to meet the situations and needs of today.

Install Roberts as President of Lodge

BOSTON, April 30.—George Roberts of the Rifkin circuit, will be installed as president of Sentry Lodge, B'nai B'rith at ceremonies following a dinner at the Hotel Bradford, Sunday evening. Burton Robbins of National Screen Service, president of Cinema Lodge, New York, will conduct the installation.

Others to be installed are Louis W. Richmond, Edward S. Canter and Max Tobin, vice-presidents; Harry Cohen, corresponding and recording

U.A. Launches 'Frisco Meet

SAN FRANCISCO, April 30.—United Artists' new sales program was launched here today at the opening of a three-day conclave of UA sales executives. Headed by William J. Heineman, vice-president in charge of distribution, the sales heads are here to spark the company's 65-picture schedule for the next 18 months.

The meetings will review the recent policy and product statement of UA president Arthur Krim who said that the company is taking on its biggest program in order to guarantee that "not a single screen will be lost to the industry" during the present transition period.

Attending the meeting with Heineman are B. G. Kranze, general sales manager; Seymour Peyser, vice-president and general counsel; Milton Cohen, Eastern division manager; James Velde, Western division manager; Fred Meyers, New York Metropolitan district manager; Moe Dudelson, Northeastern district manager; George Pabst, Southern district manager, and three new district managers whose appointments were announced yesterday, John Turner of the Eastern district, Ralph Clark of the Western district and Mike Lee of the Mid-western district. Representing the local branch will be sales manager Frank Harris.

Congressional Record Citation for 'Shane'

A commendation for Paramount's "Shane" has been inserted in the *Congressional Record* by Sen. Lester C. Hunt of Wyoming. The *Record* reports Senator Hunt declared that it is "a signally appropriate tribute" to the pioneer West's men and women "when Hollywood, immortalizing in celluloid great American historic periods, produces an epic motion picture which reveals to the present generation something of the hazards and rigors these pioneers faced as they settled and fought to bring law, order, peace and prosperity to the proud state of Wyoming."

"Shane" currently is having its world premiere at Radio City Music Hall.

Shirley Booth Wins Cannes Fete Award

Shirley Booth, who recently won the Academy Award for her role in "Come Back, Little Sheba," won the Cannes International Film Festival award for her role in the film, according to reports from Cannes. The film also won the Cannes award for the "best drama." The "Grand Prix" award for the best film went to French-produced "Salaire de la Peur (Wages of Fear)."

secretary; Henri Schwartzberg, financial secretary; Samuel H. Zitter, warden; Harry I. Wasserman, treasurer; Samuel Pinanski, chaplain; trustees, Julius Meyer, Maurice N. Wolf, Morris Pouzzner, Theodore Fleisher and Elias M. Loew. Pinanski, president of American Theatres Corp., is the outgoing president. Maurice N. Wolf of M-G-M will be chairman of the evening's program.

Run the Joan Crawford Cerebral Palsy Campaign Trailer Now.

NEVER A **JU** PARAMOUNT LEADS IN DEMAND FOR JUNE RELEASES

Paramount is loading June with the biggest money pictures ever to hit screens in the first month of summer from this or any other company. Here are the record-



MARTIN ^{AND} LEWIS ^{IN} HAL WALLIS' SCARED STIFF

"The best Martin and Lewis picture so far!" — *M. P. Herald*

Dean Martin and Jerry Lewis • Lizabeth Scott • Carmen Miranda in Hal Wallis' Production "SCARED STIFF" with George Dolenz • Dorothy Malone • William Ching Directed by George Marshall • Screenplay by Herbert Baker and Walter DeLeon • Additional Dialogue by Ed Simmons and Norman Lear • Based on a play by Paul Dickey and Charles W. Goddard

SANGAREE IN 3 DIMENSION • TECHNICOLOR

First showings of the first really BIG 3-D attraction . . .

Fernando Lamas • Arlene Dahl • Patricia Medina in "SANGAREE" • In 3 Dimension with Francis L. Sullivan Charles Korvin • Tom Drake • John Sutton • Willard Parker Color by Technicolor • Screenplay by David Duncan • Adaptation by Frank Moss • From the novel by Frank G. Slaughter Directed by Edward Ludwig • Produced by William H. Pine and William C. Thomas

JAMAICA RUN • TECHNICOLOR

Adventure that is starred by three big boxoffice names . . .

Ray Milland • Arlene Dahl • Wendell Corey in "JAMAICA RUN" with Patric Knowles • Laura Elliot • Color by Technicolor • Written for the screen and directed by Lewis R. Foster • From a novel by Max Murray • A Clarion Production

AND JUNE SETS PARAMOUNT'S PACE FOR

NE LIKE THIS! ANSWERING EXHIBITORS' E OF IMPORTANT PRODUCT!

reaping Paramount attractions that will be playing in the nation's theatres in June — because Paramount has heard and heeded what you exhibitors have been asking for:

CECIL B. DEMILLE'S

• TECHNICOLOR

THE GREATEST SHOW ON EARTH

Demand performances of the Academy Award "Best Picture of The Year"...

Cecil B. DeMille's "THE GREATEST SHOW ON EARTH" Starring Betty Hutton • Cornel Wilde • Charlton Heston Dorothy Lamour • Gloria Grahame with Henry Wilcoxon Lyle Bettger • Lawrence Tierney • Emmett Kelly • Cucciola Antoinette Concello and James Stewart • Produced and Directed by Cecil B. DeMille • Color by Technicolor • Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus Screenplay by Fredric M. Frank, Barré Lyndon and Theodore St. John • Story by Fredric M. Frank, Theodore St. John and Frank Cavett

GEORGE STEVENS' SHANE • TECHNICOLOR

Pre-release engagements of the sensational record-setter now at Radio City Music Hall...

Alan Ladd • Jean Arthur • Van Heflin in George Stevens' Production of "SHANE" Co-starring Brandon De Wilde with Jack Palance • Ben Johnson • Edgar Buchanan • Color by Technicolor • Produced and Directed by George Stevens Screenplay by A. B. Guthrie, Jr. • Additional Dialogue by Jack Sher • Based on the novel by Jack Schaefer

THE VANQUISHED • TECHNICOLOR

Violence in the Old South — for new action highs...

"THE VANQUISHED" • Starring John Payne • Jan Sterling Coleen Gray • Lyle Bettger with Willard Parker • Color by Technicolor • Directed by Edward Ludwig • Written for the Screen by Winston Miller, Frank L. Moss and Lewis R. Foster Based on a novel by Karl Brown • Produced by William H. Pine and William C. Thomas

THE FUTURE: Month after month of the greatest entertainment for 3-D, for wide screens or for standard equipment!

9 Companies

(Continued from page 1)

identified, but of the 10 national producing-distributing companies, only United Artists, privately owned, does not issue earnings reports.

Keough explained that a previous witness had put into the record a trade magazine article purporting to show that the producer-distributors were "waxing fat." This conclusion, he said, was based on figures showing gross income and was extremely misleading.

Only Net Gives True Picture

Only the net income figures, after payment of taxes, give a true picture of the companies' financial shape, Keough maintained.

Although the figures exclude domestic theatre operations, they include profits from foreign theatre operations, film distribution in this country and abroad, records, radio, television and other miscellaneous sources.

Keough estimated that the rentals on American films shown abroad represented more than 40 per cent of the total rentals.

Here is what Keough's figures showed: in 1946, the nine companies made a gross profit of \$580,000,000, a net of \$64,000,000 after taxes; in 1947, a gross of \$590,000,000 and a net of \$34,000,000; in 1948, a gross of \$555,000,000 and a net loss of \$4,000,000; in 1949 a gross of \$548,000,000 and a net profit of \$1,000,000; in 1950, a gross of \$558,000,000 and a net of \$10,000,000; in 1951, a gross of \$597,000,000 and a net of \$25,000,000; and in 1952, a gross of \$615,000,000 and a net of \$19,000,000.

MPA Meeting

(Continued from page 1)

tinuation of the Canadian cooperation project and the proposed all-industry television show which is being blue-printed by American Broadcasting Co. A review of the foreign situation may also come up at the meeting.

The delay in completing the annual report is due to the absence from the country of Johnston for several weeks in March and April. The report may be issued at a subsequent meeting at which unfinished business from today's meeting would be taken up.

Expect 1,500

(Continued from page 1)

briefed on the functions and aims of the international club at a press dinner given by Montes. The convention committee has organized a ladies' committee. Wives of delegates will be the guests of screen actress Dolores Del Rio at her home on the afternoon of May 20.

Ohio Censor Law

(Continued from page 1)

evil conduct is so bad as to need radical correction."

The court ordered the board to re-examine and pass upon "Native Son." Classic Pictures distributes. It had been rejected three times by the board on grounds it made a harmful portrayal of racial frictions. Classic's counsel told the court changes had been made in the film since the last rejection.

The industry is currently engaged in a campaign to have the state censor law abolished.

Scores Allied on Arbitration

(Continued from page 1)

tion negotiations last spring that the distributors would not arbitrate film rentals.

"It came as a shock, therefore," Keough said, when Allied used the exclusion of film rentals to "summarily reject" the proposed arbitration draft.

"Technically, to use Mr. Myers' word," Keough went on, "Allied was within its right to reject arbitration on this or any other ground. But having known the distributors' position on arbitration of film rentals from the very beginning, having worked through their representatives with the representatives of other organizations in the industry, so long and so hard, to achieve a program of arbitration, for Allied to have rejected it summarily and completely was an astounding performance."

Closes Distributors' Case

With Keough's testimony, which closed the distributors case, the subcommittee went into recess. It is expected to re-open the hearing in about two weeks with testimony by the Federal Trade Commission and the anti-trust division of the Department of Justice. Chairman Schoepel (R., Kans.) requested Keough's presence during the Justice Department's testimony, and Keough said he would be glad to appear. It is also possible that Allied general counsel Abram F. Myers, who testified previously before the committee, may give additional testimony. Myers told the committee at the close of Keough's testimony that, "it will be incumbent on me in view of Mr. Keough's testimony to make a supplemental statement." Some observers thought Myers might prefer to make the statement in person rather than in writing.

Keough outlined for the committee all the provisions of the final draft of the arbitration system submitted to Allied and other industry groups last fall. Under the proposed system, he said, there would have been provided "a local, inexpensive and quick-acting forum" for the adjustment of trade disputes.

"Such arbitration," he maintained, "might be preferred by practical, honest businessmen to the welter of litigation from which the industry has suffered so grievously. If it produced the result of materially lessening this litigation, everybody in the industry, as well as the public, would be the gainers."

It could have been tried out for an experimental period of 18 months, Keough explained. Then if it didn't work, or if its faults couldn't be corrected by changes and amendments, it could have been dropped, he added.

"And if it didn't provide for having arbitrators fix film rentals (at the behest of the exhibitor or buyer and not of the distributor or seller)," Keough declared, "it would still not have been a futile effort toward bringing peace and understanding and co-operation to an industry so bedeviled by its own mutual conflicts while it is fighting off the inroads made by high taxes, shifts of employment, television, night baseball and other problems."

Keough stated that it had always been clear that no exhibitor organization and no distributor had ever obligated itself to enter into any specific

plan of arbitration. "It was believed by the distributors and apparently by the exhibitor organizations," he said, "that subject to any changes in detail which might result from further consideration of the drafts submitted exhibitors and distributors had arrived at substantial agreement about the subjects and machinery for arbitration with full knowledge that film rentals were not to be arbitrated."

Detailed Story

By far the greater portion of Keough's testimony was devoted to a painstakingly detailed story of the industry's contacts with arbitration, starting from the system evolving from the 1940 consent decree, going through all the negotiations resulting in the draft of last October and ending with Allied's rejection of the draft.

In brief references to other trade problems Keough declared that Paramount had released only two pre-release pictures last year and that both of these had been quite expensive to make. Paramount had never attempted to fix admissions prices, he said, but had found that exhibitors were willing to set an admission price on the basis of "what the picture was worth to their own patrons."

Keough contended that the situation of the independent exhibitor, whether small or large, was "vastly improved" since the consent decrees. Previously, he said, distributors could go into an area and build a theatre to make a market for their pictures, for they found that "there was money" in this practice.

"It was wrong and it has been stopped and they can't do it any more," he declared. "Producers and distributors took a long time to find out that divorcement was the best thing that could happen to them." He explained that producers have been forced to turn out better pictures since 1950 and have had to "sell very hard" to get exhibitors to take their films.

Keough attacked "innuendoes of exhibitor witnesses" that there had been only a "technical divorcement" between Paramount Pictures and United Paramount Theatres. "The divorce was and is real, absolute and complete," he maintained.

In a further comment on trade practices, Keough declared that Paramount "wanted to get rid of secrecy" involving competitive bids, but had been unable to do so. Some of Paramount's customers, he explained, insisted that their bids were business secrets and "it would make some of our customers angry" if the company revealed bidding figures.

Keough attacked Myers for implying in testimony before the subcommittee that the arbitration plan would cover questions of whether any law or Federal court injunction had been violated by the particular practice. "Mr. Myers must know," Keough said, "that in no proposal for arbitration since the 1940 consent decree came to an end was it ever contemplated, provided or intended that private parties would arbitrate a question of whether or not an injunction of the Federal court has been violated or whether or not a law has been violated or that the enforcement of the law was to be left in the hands of in-

Percentage

(Continued from page 1)

books and other records to the distributor to prove the accuracy of his reports.

As for arbitrating these controversies, Keough continued, "I think that they can be arbitrated with certain limitations." For instance, he said, the distributors could not arbitrate whether they should have the right to examine the exhibitor's books or records, because "this we are entitled to and this we feel the exhibitor should afford us fully and completely."

But when the examination has been completed, Keough wrote, "I believe there could be submitted to arbitration questions which may arise as a result of the examination so made."

Keough said the distributors could not agree to admit before the arbitrator, as a defense, "the assertion that there was an oral understanding between the exhibitor and a salesman, branch manager, or other agent of the distributor that the exhibitor was not obliged to pay the percentage of actual gross receipts stipulated in the written or printed license agreement or that his books and other records were not to be checked or audited or that the exhibitor had a right to report less than his actual grosses and that the distributor would accept as true such report or any other deviation from the actual facts."

Myers had suggested, Keough declared, that some exhibitors believe that sales agents have the authority to make such oral deals and accept false reports. "That this could be, is incredible," Keough stated. "Continuously over a great many years, such claims have been made and disproven."

Keough concluded that Paramount's willingness to arbitrate these controversies was based on the assumption that a general arbitration system would be put into effect. Paramount would not be willing to arbitrate this controversy apart from other subjects, he declared.

N. Y. On Top

(Continued from page 1)

Buford Styles, was second; Atlanta, managed by W. D. Kelly was third; New Orleans, managed by C. R. Ost was fourth, and Memphis, headed by R. C. Settoon was fifth.

The district headed by James V. Frew which includes Atlanta, Charlotte, Cincinnati, Jacksonville and Memphis branches held first place among the districts with a margin of almost 10 percentage points, and Henry H. Martin's district, which includes Dallas, New Orleans, Oklahoma City and St. Louis, was second.

The Southern division, headed by F. J. A. McCarthy, held the lead among divisions, with the East, headed by P. T. Dana in second place, and Foster M. Blake's Western division in third.

dependent exhibitors."

Keough emphasized that if any exhibitor felt he had a cause of action under an injunction or under the law, he always could go to court, and "he can do this to this very day and no one has ever proposed that this right to sue should be taken away from him." Moreover, he declared, the U. S. government would never be foreclosed from taking action in the court, no matter what private industry arbitration plan might be adopted.

Foreign Use

(Continued from page 1)

questionnaire theatres in the United Kingdom as to present theatre dimensions, with the purpose of settling on practical limitations, and the Society's findings will be forwarded to SMPTE for combining with that organization's findings with relation to American theatres, Knopp said.

Knopp said experimentation going on in England since before the war has resulted in the laboratory success of a 3-D system requiring no glasses for viewing on a six-foot screen. The single-strip, one-camera method is not yet practical beyond test-tube purposes, and will not be developed to theatre usefulness for a long time, if ever. Two organizations are working on the same general system, which has no name at present.

Three-dimensional standardization, which has progressed to generalities here, must be carried much further in detail before international compatibility is achieved, he said.

Flynn Sets 6 More, To Star, Produce

Six additional films will be produced by Errol Flynn, in which he will star, under the production aegis of J. Barrett Mahon as soon as the present schedule of three films is completed, it was announced by Mahon from Naples where the first of the present schedule of three, "Crossed Swords," is finished. Production starts now on the second of the original trio, "William Tell," which will be shot in Munich.

Orders Operator for Each 3-D Machine

AUGUSTA, Maine, April 30.—The director of state fire prevention of this city, Joseph A. P. Flynn, has sent bulletins to owners of theatres in the state, saying that all houses in Maine projecting 3-D films utilizing two or more machines simultaneously must provide a licensed operator for each machine.

Palsy Campaign

(Continued from page 1)

which will remain lighted in the Square during the May campaign. Appeals were made by top stars of the entertainment world, by city officials and by executives of United Cerebral Palsy. A message was heard from Leonard H. Goldenson, president of United Cerebral Palsy, and president of American Broadcasting-Paramount Theatres.

In addition, it was announced at the close of the ceremony that advance gifts totaling \$1,800,000 had already been received in the national campaign.

Extended Run Bid By 'Shane' Today

CHICAGO, April 30.—The hearing on Paramount's petition for an extended Loop run (over the two-week limit for pictures showing in theatres bound by the provisions of the Jackson Park decree) is scheduled to be heard in U.S. District Court here tomorrow at 2 P.M. by Federal Judge Michael L. Igoe. George Stevens, producer-director of the picture, is expected to appear on behalf of Paramount.

Asides & Interludes

—by James Cunningham

WE, like so many others, have labored for years to determine a true description of the motion picture industry. We need not labor any longer.

This week, in the impressively decorated Pacific Ballroom of the Hotel Statler at Wilshire Boulevard and Figueroa Street, in Los Angeles, California, Mr. Mitchell Wolfson enlightened all of us, in an opening speech before the 73d semi-annual convention of the Society of Motion Picture and Television Engineers.

Said Mitch:

"If I had to describe the motion picture industry, I can think of no better description than that which our former Secretary of Defense, Robert Lovett, applied to the State Department.

"He compared international diplomacy with the love life of the elephant . . . first, all important business is done at a very high level . . . second, any developments are accompanied by loud trumpeting . . . and, third, if there are to be any real results, it takes 18 months to two years for them to be brought about."

Do you agree, Mr. Spyros (CinemaScope) Skouras? And do you, Mr. Al (Anamorphoscope) Lichtman?

★ ★ ★

The Baron of The Baronet Theatre has been masquerading under false pretenses. With bowed head the management of this Walter Reade Theatre in New York admits guilt in the following formal announcement to the press of the world:

"The big red-plumed Macaw who has occupied a perch in the lobby of the Walter Reade Theatre on Third Avenue at 59th Street for the past year and a half, has always been regarded as a fine male specimen of his breed, well pleased with his duties of saying good evening to patrons as they enter the theatre.

"But now this has happened:

"The bird was examined by a veterinarian last week to renew his life insurance policy, and the veterinarian advised the Baron was really a Baroness.

"So it's the Baroness of the Baronet Theatre now, and not the Baron." So it serves them right.

★ ★ ★

H. V. (Rotus) Harvey publishes "The Exhibitor's Digest," in San Francisco. Rotus writes a column for it. He calls it YAK-DE-YAK. Here are some Yak-De-Yaks:

Bucky Harris, former operator and owner of the Park Theatre, Butte, Montana, and more recently owner of the Montana Corp., who broke his leg last year is still on crutches, and is looking fine. . . . Buck Stoner, 20th-Fox's Div. head, was stricken with a heart attack while in Palm Springs. Buck is recuperating nicely but his poor wife must be having a time keeping the dynamo quiet. . . . What film companies insist upon selling their third bracket pictures to a small town exhibitor on percentage? . . . Paul Catalina of San Jose, Cal., is sporting a new Cad with the trunk studded with rhinestones. . . . The best thing about the future is that it comes only one day at a time.

★ ★ ★

Did you know, and we quote RKO Radio, that "the bathing suits worn by members of the Women's Army Corps proved too revealing for motion pictures and had to be replaced with Hollywood styles during the filming at Fort Lee, Virginia, of RKO Radio's 'Never Wave at a Wac'?"

Yessir, RKO's press agents explained, in a pronouncement to the press of the world, that "the regular WAC issue is woven of cotton, a clinging fabric that made Marie Wilson and Arleen Whelan look like Gypsy Rose Lee in one of her more revealing moments. An SOS was relayed to Hollywood and wool suits were shipped immediately."

★ ★ ★

Walter Brooks is responsible for the tale about the man who took his dog to a drive-in, and was asked as he left the place, "Did your dog really enjoy the picture?" The man with the dog pondered a moment and answered, quietly, "Yes, indeed, and I'm surprised, for he didn't care at all for the book!"

★ ★ ★

New York Daily Mirror headline: ROAST DEWEY AT DEMS' DINNER. 'Twas delicious, too. . . . New York Herald Tribune headline: CHAPLIN SAYS HE'S KEPT ABROAD BY U. S. LIES. Quote: Since the end of the last World War I have been the object of lies and vicious propaganda by powerful reactionary groups who by their influence and by the aid of America's yellow press have created an unhealthy atmosphere in which liberal-minded individuals can be singled out and persecuted. Unquote.

★ ★ ★

Motion Picture Herald reports that employees at the Starlite Drive-in Theatre in Sterling, Colorado, have invented and already patented a device for discouraging gate-crashing (figuratively speaking) at drive-ins. The main feature of the invention, aimed at preventing autos from slipping in through the exits, are teeth in the roadway which lie down when a car leaves. When run over the wrong way by a driver trying to sneak-in, the sharp spikes will puncture the tires.

Eastman Sales Up Reelect Directors

FLEMINGTON, N. J., April 30.—Eastman Kodak's consolidated sales for the first quarter of 1953, ending March 22, were approximately \$133,500,000, up about 11 per cent over the first quarter of 1952.

Speaking at the annual meeting of share owners here, Thomas J. Hargrave, chairman, said that the company's business in general continued in an upward trend and that photographic sales in particular had exceeded earlier estimates for the quarter.

The following were reelected directors for terms of three years: George H. Clark, Dr. C. E. Kenneth Mees, James F. Bell and Charles K. Flint.

CinemaScope Show

(Continued from page 1)

guished guest list of bankers, stockholders, industrialists, show-business celebrities, film industry executives and the press.

Al Lichtman, distribution director, in his address, again underscored 20th-Fox's policy of producing its future roster of theater attractions, beginning with "The Robe," in CinemaScope and in Technicolor. The same program which had been presented at the company's Hollywood studios, at New York's Roxy Theatre and at Philadelphia's Mastbaum Theatre, were shown. Final demonstrations will be held Friday at the Detroit Fox.

Some Quotes

Following are some quotes from reactions voiced by exhibitors and other guests.

Sylvan Goldfinger, division manager of the Telemanagement Corp.: "It is all the name implies and more."

Martin J. Kennelly, Mayor of Chicago: "A remarkable showing; I'm sorry it didn't last all afternoon."

Rudd Lohrenz, exhibitor from Kewanee, Ill.: "I think it's wonderful."

Lou Consago, Elm Theatre, Wauconda, Ill.: "It's excellent. Makes TV look like a farce."

Irwin Joseph, exhibitor and distributor here: "The public will buy it big."

Howard Lubliner, Clark and 4 Star theatres, Chicago: "I think it was quite good. It's something for exhibitors to look forward to."

Milton Rheingold, Devon Theatre, Chicago: "I think it's wonderful. No question about it, it's going to bring back show business."

William Hughes, Colonial Theatre, Astoria, Ill.: "A very great want has been fulfilled. I think this is it."

20th-Fox Receives 115 More CinemaScope Orders

Another 115 installation orders for CinemaScope have been received by 20th Century-Fox following theatre demonstrations of the process in New York and Philadelphia, it was disclosed here yesterday.

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EXTRA TOUCH of Showmanship

Get all your SPECIAL TRAILERS 'GOOD and FAST' From

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FILMACK

A

Thank You

NOTE FROM . . .

Charles J. Feldman

*T*his week marks the end of the Silver Anniversary Drive. To the thousands of our exhibitor friends who gave such enthusiastic response, U-I wants to express its very sincere appreciation. It has been one of our most gratifying experiences and the most successful Drive in U-I history. And now that the Drive is ending, we want to say, "This is only the beginning."

U-I's product for this summer and the months ahead is in the same high-powered box office pattern. What better way can we say "thank you" than to assure each and every exhibitor of the continuance of profit-producing product.

Again, a hearty thank you...to each and every one.

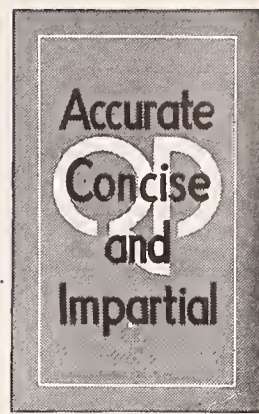
Sincerely,

C. J. Feldman

General Sales Manager
Universal Pictures Co., Inc.



MOTION PICTURE DAILY



VOL. 73. NO. 85

NEW YORK, U. S. A., MONDAY, MAY 4, 1953

TEN CENTS

Tradewise...

By SHERWIN KANE

WITH the exhibitor-distributor phase of the Senate Small Business Committee hearings on industry trade practice complaints virtually completed in Washington last week, the testimony of both sides leaves this neutral observer with the definite impression that the business recession of the last four years is the real villain of the piece.

When times are bad for theatres, it goes without saying that times are equally trying for the producers and distributors. Add to that basically difficult situation the spiralling costs of operation, for all, never for the moment forgetting the heart-breaking burden of the Federal admissions tax and the audience-draining competition of television, and you have all elements of the industry locked in a fight for survival.

Exhibition has been buoyed by the popular acceptance of drive-ins and constantly increasing concessions sales over the recent lean years. Production and distribution have had no recourse other than to increased terms for the product and the most resourceful marketing of the superior pictures in order to insure a return on the latter that normal selling methods under existing conditions would not support.

If those sales methods are uneconomic they will, in time, fall of their own weight. In some instances they may be ill-advised, desperate measures, but any evidence that they are illegal is not easily come by. And what does the exhibitor suggest as an alternative? Cheap selling calls for cheap pictures. Recent experience has demonstrated that cheap pictures in today's market will close more theatres more quickly than any sales policy yet devised.

The producer-distributor's obligation to his stockholders—the owners of his company—is no whit less compelling than the individual exhibitor's natural determination to keep open his theatre. There is an impasse that only a box-office upturn will remedy. It will never be resolved by Congress or the courts, for even though indiscriminate litigation and undiscerning legislation succeed in handcuffing one branch of the industry, they will only

(Continued on page 2)

Ticket Tax Income Better Than A Year Ago, 1st Time in Six Months

Washington, May 3.—General admission tax collections in March, reflecting February box-office business, amounted to \$21,031,715, compared with \$19,863,940 in the same period a year ago, the Bureau of Internal Revenue reported.

This was the first time in six months that a month's figure exceeded the figure for the previous year.

The March collections were also up from the February collections of \$20,636,600.

Total admission tax collections in March, including roof garden and cabaret taxes and various miscellaneous admission tax charges, amounted to \$24,941,469, compared with \$23,590,162 in March, 1952.

Banks Advise Independent Producers to Delay Filming

New York banks that have been active in motion picture financing are urging independent producers not to make pictures at this time unless they have definite commitments that must be fulfilled. Even though requests for financing have been few in recent months, those producers who have asked for loans have been discouraged from starting production until the current transition period has ended.

Map Plans to Show CinemaScope in Europe in Summer

Plans are under way to demonstrate 20th Century-Fox's CinemaScope wide-screen process in London, Paris and other principal key cities on the Continent this summer, Emanuel D. Silverstone, vice-president and general sales manager of 20th-Fox International Corp., disclosed here.

Silverstone said that 20th-Fox executives are currently conferring to map the demonstrations and to blueprint the application of CinemaScope in the foreign field. He took exception to the view that wide-screen processes are not readily applicable to foreign theatres because of their size, a view

(Continued on page 4)

Record Attendance Extended Run for 'Shane' in Chicago

LOS ANGELES, May 3.—The Society of Motion Picture and Television Engineers' 73rd semi-annual convention here more than doubled any previous attendance record, with more than 1,300 registrants at closing time, convention vice-president John W. Servies revealed.

Although 3-D, wide-screen and stereosound systems and techniques proved the focal-interest topics, the six-day week was so crammed with papers, panels and demonstrations that

(Continued on page 4)

CHICAGO, May 3.—"Shane," soon to be released here by Paramount, was granted extended first-run playing time here by Federal Judge Michael L. Igoe of the U. S. District Court, who ruled that it may run for eight weeks any time following the termination of the extended runs of "Moulin Rouge" and "Salome," now being shown at the State Lake and RKO Grand, respectively.

Appearing as witnesses on behalf of Paramount were George Stevens, di-

(Continued on page 4)

Industry's TV Project Ok'd By the MPAA

ABC May Launch Pilot Film This Week

Members of the Motion Picture Association of America at its annual meeting Friday agreed in principle on the proposed all-industry television show in cooperation with the American Broadcasting Co. A letter from ABC to the association outlining the show's format will now go to industry attorneys for final scrutiny and it is expected that ABC will be able to start on the pilot reel this week.

At a quarterly meeting of the directors following the annual meeting, all incumbent officers were reelected. They were Eric Johnston, president; Joseph I. Breen and Ralph D. Hetzel, Jr., vice-presidents; Sidney Schreiber, secretary; Fred W. DuVall, treasurer.

(Continued on page 5)

Industry Backing 20th-Fox; Crucial Meeting Tomorrow

With the key meeting of 20th Century-Fox stockholders scheduled to open in Wilmington, Del., tomorrow afternoon, members of all segments of the industry in virtually every section of the country are voluntarily giving their time and efforts to the task of contacting stockholders and urging them to send in their proxies to management.

In addition, it is learned, a number of ranking members of the industry plan to attend the meeting in Wilmington tomorrow as a token of their confidence in and respect for Spyros

(Continued on page 4)

Fox Hits 'Confusing' Charges by Green

Calling charges of Charles Green more "confusing than enlightening," a second letter to stockholders was issued over the weekend by Spyros P. Skouras, president of 20th Century-Fox, in the current company proxy fight.

Hitting out at Green on the issue of cumulative voting, Skouras' letter listed a number of major corporations,

(Continued on page 4)

Personal Mention

SAMUEL SCHNEIDER, Warner Brothers vice-president, was scheduled to return here from the Coast at the weekend.

BENJAMIN LORBER, Universal insurance manager, is the author of an eight-page article in the current issue of *Best's Insurance News*, a national magazine of insurance, which deals with the problem of insuring employees against major medical expenses.

THEODORE R. KUPFERMAN, general attorney for Cinerama Productions Corp., will lecture on "Radio and Television Law" at Yale Law School on May 11.

EMIL FRIEDLANDER of Dazian's, Inc., has been named chairman of the amusement division for the 54th anniversary celebration of the National Jewish Hospital at Denver.

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, returned here at the weekend from a Northwestern trip.

IRVING HELFONT, home office assistant to M-G-M Western sales manager **GEORGE A. HICKEY**, will return here today from a Western trip.

MORTON GERBER, president of District Theatres, Washington, was married on Saturday to **ROSALIE AARONSON** of Baltimore.

HUGH OWEN, Paramount Eastern and Southern division manager, is in New Orleans today.

ED FABIAN, vice-president of Fabian Theatres, was married here recently to **DORIS JENKINS** of New York.

GRAHAM KISLINGBURY, North Coast Theatres district manager, and **MRS. KISLINGBURY** announce the birth of a son, **GRAHAM DAVID**, in San Francisco.

LOUIS W. SCHINE of the Schine Circuit, Gloversville, N. Y., and **MRS. SCHINE** have sailed from here for the Middle East, North Africa and Europe.

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, Atlanta, has returned there from Florida.

ALVIN GOLIN will handle M-G-M publicity-exploitation in Cleveland, succeeding **HERBERT READ**, resigned.

MICHAEL MASSELLI, manager of the Plainfield Theatre, Plainfield, Conn., married **JUNE CLEARY** of Hartford.

Ernest Pagano, Writer

LOS ANGELES, May 3.—Screen writer **Ernest S. Pagano** died here Wednesday at the age of 53. Creator of many of **Buster Keaton's** old comedies, Pagano in recent years had been teamed with **Michael Fessier**. Two of their films were "You Were Never Lovelier" and "You'll Never Get Rich."

Open Talks on New Contract for Goetz

Discussion of a new long-term contract continuing **William Goetz** as production head of Universal has begun here during **Goetz's** recent visit. His present contract will expire next November. It was a seven-year pact given him in 1946 when his and **Leo Spitz's** International Pictures was acquired by Universal.

Universal officials declined to comment on particulars of the new pact. Unofficial reports were that it would be for a three-year period at substantially the same terms as his present pact. No new pact for **Spitz**, who has been ill and inactive, is in prospect. **Goetz** left here for the Coast over the weekend.

North Central Allied In Convention Today

MINNEAPOLIS, May 3.—The annual convention of North-Central Allied will open here tomorrow with trade practices highlighting the two-day agenda. The convention has been heralded as the "meeting of the independent exhibitors' fight for life."

Three-dimensional films and other industry problems also will be up for discussion. Scheduled speakers are **Wilbur Snaper**, national Allied president; **Abram F. Myers**, Allied general counsel, and **Leon J. Bamburger** of RKO Radio.

Chi. Theatre Receipts 'Levelling Off'

CHICAGO, May 3.—Theatre receipts here for March (as reflected by the city three per cent tax collection figures released here at the weekend) ran about two per cent behind those for March of 1952, with the tax totalling \$83,757.14, against \$85,815.43 for the month last year. Collections for the year to date are \$351,445.50, against \$354,591.46 for the corresponding period last year, indicating a continuance of the "levelling off" trend of theatre business here after a steady decline over the past few years.

Although there now are fewer theatres in operation than there were last year, and with many of the smaller subsequent-run situations still encountering rough sledding, higher grosses in the first-run and first sub-run houses—particularly with big attractions at upped admissions—are checking the downward trend of recent years by offsetting the loss of revenue from closed and marginal theatres.

Rites for S. Vermes

CLEVELAND, May 3.—Funeral services were held here for **Sigmund Vermes**, pioneer in local exhibition. He had been in poor health for some time. Surviving are two sons, **Ted** and **Albert**, exhibitors here.

Tradewise...

(Continued from page 1)

hasten the doom—not the salvation—of the other.

The longer the industry fights within itself, the longer will its real problems, which are external ones, go unchallenged and unresolved. The internal feuding is a diversion which postpones an end to the emergency.

The root problem being an economic one, there is good reason to believe that its solution is even now in sight. Experts are convinced that the new technical processes now on their way to the screens signal the beginning of one of the brightest business eras the motion picture yet has experienced.

It could well be, within the year, that showmen will be so busy selling tickets that only the most prosperous among them will be able to afford time off to complain to legislators and jurists that a neighbor outbid them for a routine picture and high terms required them to charge as such as the public was willing to pay for a "special."

Should that day arrive, you can be sure—even though the sales policies of today continue with it—the plaint that "I'm being driven out of business" no longer will be heard in the land.

THE fourth annual campaign of the United Cerebral Palsy associations is under way and will continue throughout this month in the endeavor to realize a collection goal of \$7,500,000. The money is to be used to establish, in any part of the country, where needed most, new clinics and training centers, equipment and trained attendants for the 550,000 Americans, most of them children, who are afflicted with cerebral palsy.

In its short existence, U.C.P. has helped thousands of the nation's afflicted youth to become normal, useful Americans and has brought hope for the first time to thousands of others and to their families. An incalculable part of this achievement has been made possible by members of the industry who have contributed their time, their abilities and their money to the cause, and by hundreds of show people who have given their talents to countless public entertainments to help raise the funds with which to carry on the work.

You can help, not only by your contribution, but immeasurably more by devoting two and one-half minutes of your screen time to the campaign trailer, "One Woman's Family," starring **Joan Crawford**, produced by M-G-M and distributed by National Screen Service. The trailer describes in an emi-

Says Hollywood Is 'Our Best Ambassador'

Washington, May 3.—Rep. **Holt** (R., Calif.) told the House that "Hollywood is America's best roving ambassador."

Inserting in the *Congressional Record* a series of articles from the *Los Angeles Herald and Express*, outlining the role American films are playing overseas in building friendship for the U. S. and winning converts to Democracy, **Holt** said he wanted to "call to the attention of my colleagues and the American public the fine job that the film industry is doing in selling America, and the freedom that our way of life stands for, to the rest of the world."

"I am sure all of us realize," he declared, "the wonderful job our movies are doing in assuring the world that what we Americans want is everlasting peace."

Justice Department Gets SBC Testimony

WASHINGTON, May 3.—The complete transcript of the Senate Small Business Sub-Committee hearings on trade practices has now gone to the Justice Department, so that Department officials can study the testimony preparatory to testifying themselves sometime later this month.

Sub-committee chairman **Schoeppel** (R., Kans.) said he thought it would be at least two weeks before Justice Department and Federal Trade Commission officials will be ready to appear. After their appearance, the sub-committee may take further testimony from some of the distributor and exhibitor officials who have already testified, or these officials may merely submit statements for the record.

Schoeppel said he did not want to discuss his thinking on eventual recommendations until all testimony is completed. "We have a very difficult problem," he declared. "I don't want to talk about my views until we have a complete and fair reflection of all sides of the problem."

Meanwhile, California Judge **Stanley N. Barnes** was sworn in Friday as Assistant Attorney General in charge of the anti-trust division. **Barnes** was confirmed by the Senate some weeks ago for the job, but has been winding up his affairs in California and only reported for duty at the Justice Department on Friday. Presumably **Barnes** will testify before the Senate sub-committee for the Justice Department, after reading the SBC hearing testimony.

nently acceptable manner the work of United Cerebral Palsy, the need for help and exactly how every American family could be a beneficiary of U.C.P.'s endeavors.

Run the trailer during May!



*Gun-Hot Action
and Fire-Hot Romance
is what you get when you get*

THE VANQUISHED

- from Paramount
COLOR BY **TECHNICOLOR**

Starring

JOHN PAYNE • JAN STERLING • COLEEN GRAY • LYLE BETTGER

with **WILLARD PARKER**

Directed by EDWARD LUDWIG • Written for the Screen by WINSTON MILLER, FRANK L. MOSS

and LEWIS R. FOSTER • Based on a novel by Karl Brown • Produced by William H. Pine and William C. Thomas

6,500 in Detroit See Demonstration Of CinemaScope

DETROIT, May 3.—More than 6,500 persons, headed by Acting Mayor R. C. Marriani, witnessed CinemaScope demonstrations at the Fox Theatre here in the series of showings of the new 20th Century-Fox anamorphic lens process.

Reaction of the Detroit audiences, comprising exhibitors, stockholders and the press representing six states and Canada, as well as leaders of civic and cultural groups, surpassed the enthusiasm evidenced at other showings, 20th-Fox said.

Al Lichtman, 20th's director of distribution, who addressed the assemblage, said that further demonstrations in principal cities will be held starting later this month.

The viewers were from Ohio, Kentucky, Indiana, West Virginia, Western New York and Canada, in addition to Michigan. Parent-Teachers, religious, library, educational and patriotic organizations including the Greater Motion Picture Council of Detroit, the Detroit Library Commission, art museums and the DAR were represented.

Reflecting local interest in CinemaScope was coverage of the demonstration by WJBK, local CBS-TV outlet, of the presence in addition to motion picture critics, of editorial, financial and science writers, as well as the wire services, feature writers, columnists and the foreign language press.

Charges by Green

(Continued from page 1)

including other motion picture companies, which do not have cumulative voting for stockholders. This was further underlined by an enclosure reproducing an article in last week's New York *Herald-Tribune* attacking cumulative voting. Skouras also pointed out that Green's own company, United Cigar-Whelan Stores Corp., makes no provision for cumulative voting.

Cites Success of Films

Criticism of 20th Century-Fox personnel by Green was answered by Skouras by citing the financial success of a number of pictures produced under the aegis of Robert L. Jacks and Otto Lang, both of whom were named in Green's charges. In addition, Skouras designated Emanuel Silverstone as an "executive of great capacity" with "large responsibility in the foreign operations" of the company.

In regard to CinemaScope, the Skouras letter quotes enthusiastic comment of the trade and lay press occasioned by the first demonstrations of the new process. In addition, Skouras described current advances in the production of commercial prototypes of Eidophor.

Skouras' letter also announced a total of 2,522 orders of CinemaScope equipment to date listing many of the nation's major exhibitors and circuits which have ordered the system.

In closing, Skouras submitted the proposition that 20th Century-Fox must continue "to progress and expand under an experienced and unified management, dynamic in its sense of responsibility to the shareholders, to the public, to its employees throughout the world and to the screen as an institution of boundless capacity for service."

Sees CinemaScope Field in India

CinemaScope was called the "answer" to the 3-D and wide-screen question by M. A. Fazalbhoy, managing director of Photophone Equipment, Ltd., an Indian subsidiary of RCA, who is here to explore new film technical developments.

Fazalbhoy, who saw the demonstration of 20th Century-Fox's process at the Roxy Theatre, said his only reservation was whether the process is applicable to smaller theatres. He said he will confer with 20th-Fox executives on that and other questions this week. Fazalbhoy said he saw a "tremendous future" for CinemaScope, adding that he cabled his sentiments to his company's headquarters in India immediately following the demonstration.

In India, he stated there is a terrific demand for 3-D, but people are hesitant over which system will be adopted as the standard. In another month, the Indian equipment executive disclosed, Warner Brothers "House of Wax" and United Artists "Bwana Devil" will be shown in India.

Although there is no home TV competition to contend with in India, Fazalbhoy said the Indian market currently is quite selective, with the audience becoming very critical. He stated that Indian producers are awakening to the possibilities of the foreign market, pointing to the projected release in the U. S. of "Aan" and "Remi of Jhensi."

Plan to Show

(Continued from page 1)

expressed last week by Dr. Leslie Knopp, president of the British Kinematograph Society, before the Los Angeles meeting of the Society of Motion Picture and Television Engineers.

Silverstone maintained that CinemaScope is just as effective in small theatres as in large houses, pointing out that the ratio of the screen remains the same for both types of theatres. He stated that the impact on the audience for both types of theatres also remains the same, as shown in demonstrations in Hollywood and in New York, where both large and small theatres were utilized for demonstrations. Knopp claimed that most foreign theatres are long and narrow, limiting the possibilities of expanding laterally, and most exhibitors, particularly in England, are limited by government on the amount they may spend for theatre alterations.

Silverstone, in conclusion, said "we are fully aware of the problems" and "we are taking steps to meet them." Meanwhile, it was learned that Knopp has been invited by 20th-Fox to view CinemaScope on the Coast in both a small and large theatre.

Frankfurt Sets New Import Restriction

A new regulation has been issued by the Frankfurt, Germany, customs office stating that all motion pictures of foreign origin to be shown in the city may be held there for only 14 days, it is reported here by Barnett International Forwarders.

Under special circumstances, however, it was pointed out, this period may be extended by an additional 14 days. This means that a picture could be shown there for only one month.

20th Meet

(Continued from page 1)

P. Skouras and members of his executive staff.

The vigorous industry interest in the contest for places on the board of directors of 20th-Fox is explained not only by general industry belief in the soundness of Skouras' management but also by such practical considerations as a wish to see the company unobstructed in its development and introduction of CinemaScope, which could mean much to the entire industry, and a desire to help avoid any possibility of a liquidation of the company under pressures from the dissident stockholder group. There is also the feeling that the industry, beset as it is with numerous problems, should not be impeded in its attempts to solve them by opposing groups on boards of directors.

Should the dissident Charles Green stockholder group succeed in any measure at all, many industryites believe, the same or similar groups would be encouraged to initiate new assaults on management of other film companies with serious consequences to company operations in a critical period.

Tomorrow's meeting is scheduled to act on the company's proposal to end cumulative voting in the election of board members. If the stockholders approve that proposal by management, the Green group's chances of electing any of its five nominees to the 20th-Fox board at the regular annual meeting in New York on May 19 will be practically nil.

C. Norman Stabler, financial writer for the New York *Herald-Tribune*, last week wrote that "At first glance (cumulative voting) seems representation to all minority groups." However, he observes, it is really a "provision that can be greatly abused" and can put a "single and selfish minority on a board who feel imbued with the idea of opposing management at every turn."

Rejected by Others

Stabler notes that cumulative voting was turned down by American Tobacco, American Telephone and numerous other large corporation stockholders by huge majorities. Stockholders, he concludes, want boards that represent a majority. "Progress is made that way, and not by the occasional iconoclast who feels he has a bounden duty to vote 'nay' and throw monkey wrenches."

Although there may be some "fireworks" set off by the Green group at tomorrow's meeting, it is expected that the issue of ending cumulative voting will be put before the meeting and an adjournment taken while the proxies are counted. The latter may be a tedious task requiring several days to complete, inasmuch as stockholders can send in more than one proxy, and only the one last signed can be counted. Thus, checking of proxies against dates and challenging of the count could consume two or three days. Moreover, the contest having stirred up more than ordinary interest among 20th-Fox stockholders, it is known that many more proxies have been sent in than normally would have been received.

At the weekend, Green circulated another of a series of "letters" to 20th-Fox stockholders, emphasizing an alleged operating loss by the company over the past three years, re-hashing

Run the Joan Crawford Cerebral Palsy Campaign Trailer Now.

Strong Competition For 3-D in Balto.

Cleveland, May 3.—The Hippodrome announced it's first 3-D picture, opening on June 5 with Universal-International's "It Came Out of Space." This makes three first-run houses in the local 3-D field with the Allen playing "House of Wax," the RKO Palace opening May 7 with Columbia's "Man in the Dark" and now the June 5 date for "It Came Out of Space."

Set WarnerPhonic For 2nd WB 3-D Film

HOLLYWOOD, May 3.—Warner Brothers will use its WarnerPhonic multi-channel, multi-speaker system in its second 3-D picture, "The Charge at Feather River." "House of Wax" was the first film to use the system, which will be used in an expanded form this time, it was stated. Photographed in WarnerColor, "Feather River" stars Guy Madison and Frank Lovejoy. It was produced by David Weisbart and directed by Gordon Douglas.

'Shane' in Chicago

(Continued from page 1)

rector of "Shane," and J. Harold Stevens, Paramount's Chicago branch manager. Judge Igoe earlier had declined an offer by attorney Sam Block, representing Paramount, to screen the picture for him, apparently preferring to base his decision on arguments presented in the court rather than on his own personal opinion of the picture. Under the Jackson Park decree, defendants in the Jackson Park decree are enjoined from running pictures more than two weeks in a loop house without special permission of the court.

SMPTE Meet

(Continued from page 1)

concurrent sessions had to be conducted to cover all the subjects dealt with.

The autumn convention will be held at the Statler Hotel, New York, the first week in October.

SMPTE president Herbert Barnett said, "This convention has been one of the more important in the history of the SMPTE. It came at a time when all segments of the industry were seeking information about new techniques. We believe we have provided a platform for the airing of various viewpoints and for disclosures of engineering developments vital to the future welfare of the industry. Undoubtedly the dominant note of the convention has been the need for standardization, and the SMPTE will continue to work toward that end."

CinemaScope for Keith's

BOSTON, May 3.—The Keith Memorial Theatre is the first in New England to be equipped with the 20th-Fox CinemaScope process and will be the display house for a series of invitational screenings.

criticism of the Skouras and Darryl F. Zanuck employment contracts, which were made the subject of a suit filed several weeks ago by Green, and repeating a variety of other criticisms.

TV Project

(Continued from page 1)

urer; William H. Roberts, assistant secretary; Stanley R. Weber, assistant treasurer, and James S. Howie, assistant secretary-treasurer. All present directors were elected at the annual meeting and two new members were added to the board: James R. Graininger, president of RKO Radio, and Milton R. Rackmil, president of Universal Pictures.

At the board meeting, Johnston enlarged the three-man special committee previously appointed to survey the possibilities for standardization of new technical developments. Under the chairmanship of A. Montague of Columbia, the committee now comprises Edward Morey, Allied Artists; Joseph R. Vogel, Loew's; Paul Raibourn, Paramount; Edward Walton, RKO Radio; Theodore R. Black, Republic; Al Lichtman, 20th-Fox; J. J. O'Connor, Universal; Wolfe Cohen, Warner Brothers, and Herman Robbins, National Screen Service.

The appointment of the committee is the first step in responding to exhibitors' requests for a unification of systems arising from the advent of 3-D and wide-screen projection.

The board also approved the extension of the Canadian Cooperation Project for an additional year.

25 'Hans' Contest Winners to Denmark

Twenty-five winners of RKO Radio's "Hans Christian Andersen" essay contest will leave New York for Denmark tomorrow to begin a week-long, all-expenses-paid vacation as guests of producer Samuel Goldwyn, the Danish government and Scandinavian Airlines.

The winners were selected from 25 cities throughout the country where "Hans Across the Sea" contests were conducted locally by theatres, newspapers and department and chain stores.

Martin Davis, assistant director of advertising-publicity for Goldwyn, will depart with the winners. He will also visit Italy and France before returning here.

Tribute to Murphy Tonight in Hartford

HARTFORD, May 3. — Hundreds of prominent men in the entertainment, newspaper, aviation, film industry, finance and insurance fields will attend a testimonial dinner at the Hartford Club here tomorrow night honoring Francis S. Murphy, retiring editor and publisher of the Hartford Times.

Extend Deadline for 2 RKO Houses

WASHINGTON, May 3.—The Justice Department has extended for another 30 days, until June 1, the deadline for RKO Theatres to dispose of two theatres in downtown Cincinnati, the Capitol and the Shubert.

More Top 'Wax' Openings

Top business is reported for Warner Brothers' "House of Wax" in openings in Boston, Hartford, Jacksonville and Tucson. At the Metropolitan, Boston, the picture grossed \$7,196 on the opening day; at the Strand, Hartford, \$3,187; at the St. Johns, Jacksonville, \$2,007, and at the Warner, Oklahoma City, \$2,298.

Television - - Radio

with Pinky Herman

PRODUCER Robert Montgomery will star on next Monday's TV dramatization of John O'Hara's novel, "Appointment in Samara." For his civic deeds in spotlighting crime and subversive activities, Bob was presented with the gold medal of merit and citation by the Vets of Foreign Wars. . . . Keep your eyes focused on little sixteen-year-old Cindy Robbins, talented little eyeful whom producer Walt Framer brought from the Coast for his "Big Payoff" CBSeries of daily telecasts. Star bait if we ever saw one. . . . The Jean Hersholts arrive in Gotham tomorrow. He'll tape several "Dr. Christian" programs, thence to Maine for a vacation. Incidentally "Dr. C" CBSeries starts its 16th year on the air. . . . RCA stockholders will meet tomorrow morning in studio 8 H. (It's the promised free lunch to stockholders that makes us regret our lack of ownership of about ten thousand shares of stock.) . . . Groucho Marx will plant his footprints in the wet cement in the forecourt of John Guedel's new Hollywood office building. Did you know that every one of Guedel's employees is a vice-president of the firm? . . . Peter Arnell's "Wheel of Fortune," CBSeries, will be increased to a full hour (10:00 to 11:00 P.M.) starting May 15. . . . "Adventures of Ozzie & Harriet," paced by Hotpoint Products and Lambert Pharmaceuticals for another year, the series of telefilms to be shot at General Service studios. Program will return to the Friday-at-8:00 P.M. ABChannel Sept. 11, taking a summer hiatus with the June 12 stanza.

★ ★ ★
The possessor of one of the finest voices heard in films (Paramount Newsreel) and recognized as a top radiolite, Jackson Beck has been selected to narrate an important series of special short subjects dealing with atomic energy. . . .



Jackson Beck

Charles Wick Co. has acquired U. S. TV rights to "Fabian of Scotland Yard," a series of half-hour films, produced in England by Winston Churchill's son-in-law, Anthony Beauchamp. Program deals with actual cases solved by Robert Fabian, retired head of the "Yard" and regarded as the modern "Sherlock Holmes." . . . Owen Jordan, whose emoting last week on DuMont's one-man show, "Mono-Drama Theatre" was an histrionic highlight, will make a return visit tomorrow at 9:00 P.M. on "City Hospital," CBS TVehicle. . . . The Lester Lewis package, "Hollywood Screentest," ABC's oldest consecutively-telecast series, has entered its sixth year. Program, scripted by

Mort Lewis and Alton Alexander, is emceed by Neil Hamilton and has launched 65 thespians in motion pictures, including Patricia Wymore, Susan Cabot, Barbara Ruick, Mary Sinclair and Biff Elliot, the latter currently featured in the "Mike Hammer" role in Victor Saville's forthcoming U.A. flicker, "I, the Jury." . . . Daniel J. Vilardi, former International Business Machines exec, has been named Eastern sales mgr. of the George F. Foley TV films dept. . . . News ABCcommentator Arthur Van Horn's "Time Capsule" series is a natural for Video. Van shows tempus as it fugits. . . . Hoffman Radio Corp. of L. A. will build a \$1,000,000 factory in Kansas City devoted exclusively to manufacture of TV sets. Operations employing a thousand workers will begin in August.

★ ★ ★
The CBSunday at 6:00 P.M. program, "You Are There," sponsored on alternate weeks by the Electric Companies of America, will, in Sept., have as new alternate sponsor with E.C.A., The Prudential Insurance Co. With the galaxy of CBStar newscasters the program features, this series "insures" entertaining presentations of history to "current" TVviewers. . . . "The Tex Fletcher Show," with Roy Horton, has been renewed for an additional 13 weeks over WABC-TV. The colorful Western musicale is seen Sundays at noon. . . . Immediately following the WABDebut of "Jimmy Hughes, Rookie Cop," Sunday, Wilbur Stark will go to Hollywood to set up Coast offices for Stark-Layton Productions. While there he'll supervise the launching of a new TV series, "Ladies' Choice," slated to NBCommence June 8 with Johnny Dugau, emcee. . . . Ye fourth estaters will be cocktailed aboard the tug "Dalzellera," this P.M. to publicize the news that a new series, "Life in N. Y.," will WNBTEE off next week. . . . A new series of 13 half-hour TV films, "Ethel Barrymore Theatre," has been sold by Interstate TV Corp. to the Ford dealers of S. Francisco. Miss Barrymore will be starred in some of the episodes and in others will appear as hostess.

Blocked Funds Uses Listed by Japan

TOKYO, May 3 (By Airmail).—The restrictions on the use of blocked funds of U. S. film companies have been announced by the Ministry of Finance. Blocked yen balances may be used in five categories, namely, local expenses, production and location work, purchase of foreign rights to films of Japanese origin, contributions and loans to the Japanese film industry or investments therein and loans and contributions to charity projects.

Chargeable expenses include living and travelling expenses in Japan dispatched from the depositor's head office in Japan, cost of buildings, payments of communications, payments for advertising, payments to agencies of American or other foreign publications or media, payments for domestic accessories and other uses.

In film production, co-production and location categories, expenses are allowed for construction, purchase, lease and equipping of studios, purchase of story properties, payments for radio transcriptions, cost of costumes and properties, purchase of raw stock, cost of developing and printing, transportation of staff and materials, salaries and personal expenditures of employees and other expenses for film production.

Coast Production Increased by Four

HOLLYWOOD, May 3.—The production chart had a four point increase for a total of 31 pictures in work. Six new ones were started and two were completed.

Started were: "Murder Without Tears," Allied Artists; "I Ride Alone" (Scott-Brown, 3-D), Columbia; "The World for Ransom" (Plaza Productions), and "The Moonlighter" (JB Productions, 3-D), Independent; "Half A Hero," Metro-Goldwyn-Mayer; "Down Laredo Way," Republic.

Completed were: "The Big Heat," Columbia; "Steel Lady" (Edward Small), Independent.

AMPP Fete Tonight For Rio Governor

HOLLYWOOD, May 3.—Governor Ernani De Amaral Peixoto of Rio de Janeiro and party, who arrived Friday and were entertained at Paramount, 20th Century-Fox and other studios over the weekend, will be the guests of the Association of Motion Picture Producers at a formal reception and dinner at the Beverly Hills Hotel, tomorrow evening. They will leave for New York enroute to Brazil Tuesday morning.

SWG Votes Change In Contract Clause

HOLLYWOOD, May 3.—The Screen Writers Guild membership has voted a change in its basic-contract clause to permit a producer to eliminate a writer's name from credits on a picture in case the writer falsified any statement regarding past or present membership in the Communist party, admits present membership, or refuses to answer questions put by the House Un-American Activities Committee or a duly constituted group.

Goldwyn Sees Long Run Era Closing 50% of Theatres

By PETER BURNUP

LONDON, May 3.—Samuel Goldwyn here on the first leg of a four months European tour, told a press conference that he believed 50 per cent of existing theatres, large as well as small, will close permanently within measurable time under pressure of a new order of production of super-specials designed exclusively for unlimited runs.

The Hollywood producer also gave his personal nod to the new wide-screen processes over three-dimensional systems which require the viewer to wear spectacles.

Far too many pictures are made, declared the 68-year-old producer. The public will no longer tolerate B pictures. The double-feature program is definitely out, he said. A revolution is on its way, moreover, in rental operations. Mounting his old-time hobby horse, Goldwyn proclaimed that a picture will run in the future for just as long as the customers accept it. The fixed three or six days formula is killing the business. Distributors and exhibitors must show courage and drop the formula.

But there's no call for despondency and alarm in all that. The business is changing radically but the public will still go to the theatre to see a good picture rather than stay at home with a mediocre TV show, said Goldwyn. What the production business needs are new and imaginative writers. "We live on good stories," claimed Goldwyn.

He is not impressed with 3-D; asserts that it's not true three-dimensional in any event and the customers won't, for long, don goggles when they go to the theatre. Wide-screen, on the other hand, is giving new life to the industry. It widens not only the screen but the picture's horizons. Goldwyn looks on the development as holding the same significance as did the coming of sound or color. Asked how soon he will make a film in the new medium, he said: "Right now, I'm just taking a walk." But he admitted he has three projects in mind; one of which would be made in this country. He doesn't want to work in this country just for the sake of doing so. The story has an English background.

Goldwyn faces a strenuous program of entertainment. He will be the guest of honor at luncheons given by, among other organizations, the Variety Club and the Critics' Circle. He is accompanied by Mrs. Goldwyn and advertising-publicity director David Golding.

Old Goldwyn Films To Howard Pictures

Approximately 40 old Samuel Goldwyn pictures whose rights have been vested in the name of Mrs. Frances Howard Goldwyn have been transferred to a newly-formed company, Howard Pictures, Inc., of which James A. Mulvey is vice-president.

The pictures will be used for re-issue purposes. Some of them have been acquired by RKO Radio for distribution in both Europe and the United States. Whether any of the product will be sold to television has not been determined.

Reviews

"I Believe in You"

(Universal-Rank)

PACED IN THE TRADITIONALLY leisurely British manner, "I Believe in You" treats of a probation officer's tour of duty. There are bits of adroit characterization, humor and warmth, although some of the early sequences are somewhat sluggish. In general, however, it offers a reasonably satisfying picture with a mixture of both fresh and routine parts.

Cecil Parker plays a leisure-ridden bachelor who decides to become a probation officer after a brief encounter with a juvenile delinquency incident. One of the charms of his new endeavor is contact with Celia Johnson, a fellow-probation officer. Parker's main charge is an obstreperous youngster, Harry Fowler, who seems always to be flirting with trouble. Attempts to regenerate the young man bring Parker into the teeth of a series of dangerous and melodramatic incidents. When the young man finally does vindicate himself, it is partly because of Parker's ministrations and partly because he has fallen in love. The object of his love is pretty Joan Collins, who happens to be the ward of Miss Johnson.

An Ealing Studios-Michael Balcon production, it was produced and directed by Michael Ralph and Basil Deardon, from a screenplay by Jack Whittingham, Ralph and Deardon.

Others in the cast are George Relph, Godfrey Tearle, Ernest Jay, Laurence Harvey, Stanley Escane, Cyril Waites, Ursula Rowells and Sidney James.

Running time, 91 minutes. General audience classification. April release.

"That Man from Tangier"

(Elemsee Overseas Productions-United Artists)

THE best part of this fast-moving but improbable tale is its settings, which were shot abroad. Otherwise, as a comedy drama of romantic cross currents, it is rather a frail yarn.

It concerns an attractive young lady, Nancy Coleman, who goes roistering abroad and winds up marrying a count in an impetuous moment of intoxication. Presently the count disappears. With the aid of her father, Roland Young, she tracks down the count's address in the Casbah, only to discover that her husband was an imposter. The real count is none other than Nils Asther, a nondescript man with an urbane tongue and a shrewd business sense. For a sum of money Miss Coleman persuades Asther to carry out a masquerade of being her husband, while divorce proceedings go on.

The screenplay by John Meehan, Jr. trots out a series of obvious complications and farcical incidents. By the time the story runs its course both Miss Coleman and Asther find out that they really are in love with one another, and all ends happily.

Produced for Elemsee Overseas Productions, Inc., by Larry Corcoran. Robert Elwyn directed. The cast also features Margaret Wycherly.

Running time, 80 minutes. General audience classification. Release date, May 8.

King Features Will Serialize 'The Sword'

A worldwide promotion for Walt Disney's "The Sword and the Rose" has been set by the Disney organization with King Features Syndicate which will distribute a full-page color cartoon serialization of the live-action adventure in its "Treasury of Classic Tales" Sunday feature.

Timed to coincide with the release of the picture by RKO Radio, the series will get under way June 21 and will appear weekly for 19 weeks.

Legion Places Six Films in Class B

The current Legion of Decency report places six films in Class B, seven in Class A-I and five in Class A-II.

The Class B films are "Fear and Desire," Joseph Burstyn; "Forbidden Games," Times Film Corp.; "Siren of Bagdad," Columbia; "That Man from Tangier," United Artists, and "Woman They Almost Lynched," Republic, and "The System," Warner Brothers.

\$460,000 Variety Gift

MEXICO CITY, May 3. — The Variety Club of Mexico donated \$460,000 to charities during the seven years it has functioned, Luis R. Montes, circuit operator and chief organizer of Mexican Variety, announced. The contributions provided a school, a home for helpless girls and a hospital, among other benefits.

Counterclaims by George Dismissed

SHREVEPORT, La., May 3. — Judge James U. Galloway of the First Judicial Court of Louisiana dismissed counterclaims by Don George, Inc., for alleged anti-trust violations and for libel against Loew's in a percentage fraud action brought by that distributor. The action by Loew's seeks recovery for damages arising from alleged under-reporting on Loew's percentage engagements and the Don George corporation counterclaimed for damages arising under the Federal anti-trust laws, as well as for alleged libelous statements.

Harry McCall, Jr., of the New Orleans firm of Chaffe, McCall, Toler & Phillips and John M. Madison of the Shreveport firm of Wilkinson, Lewis & Wilkinson represent Loew's with Sargoy & Stein, New York, of counsel.

Dick Powell to Be Honored in Denver

Dick Powell, who makes his debut as a director with "Split Second," will be honored by the University of Denver on Wednesday in connection with the world premiere of the Edmund Grainger production, to be released by RKO Pictures. The premiere will take place on the same day at the Orpheum theatre in Denver.

The following day, when "Split Second" opens at the Kimo Theatre, Albuquerque, he will be cited again by the University of New Mexico.

UA Names Harris, McGill and Edele Branch Managers

SAN FRANCISCO, May 3. — The appointments of three new United Artists branch managers, Frank Harris in San Francisco, Mort McGill in Philadelphia and Bud Edele in St. Louis were announced here by general sales manager B. G. Kranze as the company's sales chiefs concluded a three-day meeting that launched the new sales program for "the company's biggest product line-up in its 34-year history."

Harris succeeds Ralph Clark, newly-appointed Western district manager; McGill has succeeded John Turner, newly-appointed Eastern district manager and Edele succeeds Mike Lee, newly-appointed Midwestern district manager.

"The promotions are in line with the expansion of the total United Artists sales operation in light of the company's 65-picture release schedule for the next 18 months," said U.A.

Pope Pius X Film To Open on May 14

"The Secret Conclave," a new American-language film about Pope Pius X, Vatican pontiff at the outbreak of World War I, will open its first New York engagement at the Bryant Theatre on Tuesday, May 14.

The picture, which is being distributed by the I. F. E. Releasing Corp., is said to reproduce for the first time on a screen the procedure of a conclave of Cardinals assembled in the Sistine Chapel of the Vatican to elect a new Pope. The script of "Secret Conclave," which, said I. F. E., "was produced in consultation with the Vatican," was written by Margadonna, who wrote "Two Cents Worth of Hope," and director Umberto Scarpelli.

Home-Town Tribute To WB's Heindorf

HOLLYWOOD, May 3.—Ray Heindorf, Warner Brothers musical director, will receive top home-town honors next Sunday when Mechanicville, N. Y., observes "Ray Heindorf Day."

At the same time, he will be honored by the American Federation of Musicians with the presentation by Chris Miller, president of Local No. 318, of a gold life membership card in recognition of his 30 years in the union.

Censor Traub Cited

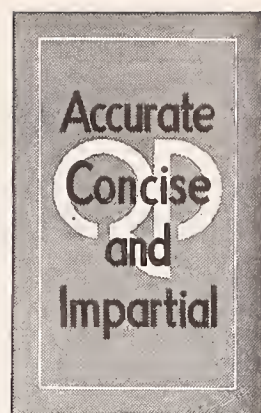
BALTIMORE, May 3.—Sydney R. Traub, chairman of the Maryland Board of Censors, has received a written commendation from the Catholic War Veterans, Post No. 716, for his fight in behalf of a new film law that would "maintain high standards in feature films exhibited in this State." Traub was unsuccessful in attempts to have the Maryland legislature revise the statute.

Walt Disney Honored

Walt Disney has been honored by the Christophers with one of that organization's quarterly awards for his production of "Peter Pan," released by RKO Radio. The awards are given four times a year by Father James Keller, president of the Christophers, to lay persons for their creative works.



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TEN CENTS

Programming Talks Stir Theatre TV

**AB-PT, Fabian, TNT
Seek Break in Bottleneck**

Theatre television, despite the lack of programming and the attention focused on 3-D and wide-screen developments, remains alive, with negotiations underway to theatre telecast a Broadway stage play and to telecast a business meeting.

The upbeat for the medium expressed last week by Samuel Pinanski, president of American Theatres Corp., of Boston, is borne out to a degree by talks going on in New York to break the programming bottleneck. Whether these negotiations will culminate in programming shortly cannot be forecast at this date, but theatre TV interests point to the continued vigorous activity in the field by American Broadcasting - Paramount Theatres, Fabian Theatres and Theatre Network Television.

Sparking the move to bring the first
(Continued on page 3)

Franchisers Set 6 in 3-D

CHICAGO, May 4. — The MOTION PICTURE DAILY has learned from a reliable source that a new distributing organization, Beacon Pictures, was organized at a meeting in the offices here of Max Roth of Henry Elman Enterprises by 12 leading independent franchise holders from all over the country who subscribed \$100,000 to finance their first venture, a 3-D film which theatres will be able to show on either conventional 3-D equipment (two machines, with coupling and a special screen) or, if they do not have

(Continued on page 4)

Herman Robbins to Aid Palsy Drive

Herman Robbins, president of National Screen Service, has been appointed chairman of the distribution committee for the 1953 United Cerebral Palsy campaign by Leonard H. Goldenson, UCP president.

National Screen will handle distribution of the campaign appeal trailer, which stars Joan Crawford and has
(Continued on page 3)

Eyes of Industry on Wilmington Today As Fox Shareholders Hold Crucial Meet

Twentieth Century-Fox stockholders will meet this afternoon in Wilmington, Del., in a crucial session to vote on the question of whether the practice of cumulative voting for directors will be eliminated from the company's by-laws. The meeting was called by management as a move to offset the efforts of a group of dissident stockholders, led by Charles Green, to gain control of the company. The move to abolish cumulative voting is a proposal by management. Top officials yesterday declined to predict whether they had a majority of proxies on their side.

A number of leading industry executives, representing both distribution and exhibition, will be on hand for the meeting at which "fireworks" are expected.

Court Rules Jackson Park, Towne Must Bid for Films

WASHINGTON, May 4.—The U. S. Supreme Court today, in effect, ruled that the Jackson Park and Milwaukee Towne theatres must outbid other theatres in their areas for choice films.

The court refused to hear appeals by the two theatres from decisions of the Seventh Circuit Court of Appeals to this effect.

Bids NCA Resist 'Roadshow' Tactics

MINNEAPOLIS, May 4.—Three hundred members of North Central Allied, meeting for their annual convention at Hotel Nicollet here today, were urged by Benjamin Berger, president, to resist further roadshow tactics of film distributors which insist upon advanced admission prices as a requirement of an approved contract.

(Continued on page 3)

The high court also turned down a petition by Allied States Association to file a "friend of the court" petition in the matter.

The justices gave no reasons for their action, merely noting their refusal to review the Circuit Court decisions on a long list of orders handed down.

The court did not act on three other film appeals pending before it — two involving Fanchon and Marco Theatres in Los Angeles and one involving Crest Theatres in Baltimore. It will
(Continued on page 3)

"Thunder Bay"

(Universal Wide Screen)
[Universal-International]

PRODUCER Aaron Rosenberg ("Bend of the River," "World in His Arms") makes another vital contribution here to the sustained flow of guaranteed grossers wearing the U-I label. His picture tells a big story in a big way—big enough to fill thrillingly the big screen on which it was reviewed in Hollywood and will be projected in pre-release runs—and with a big cast.

His principals are James Stewart, Dan Duryea, Joanne Dru, Gilbert Roland, Jay C. Flippen, Marcia Henderson and, in a brilliant portrayal, Antonio Moreno, and he has played no favorites in parcelling out performance responsibilities. His subject is timely, his setting is fresh, and his total result is tremendously interesting entertainment. Its box-office potential is as big as everything else about it.

Off-shore oil, currently a headline subject, is one of the two principal topics in the story, with shrimp fishing, a profession the tunesmiths have been publicizing extensively,
(Continued on page 4)



Aaron Rosenberg

34 from MGM To be Made in All New Media

**Studio Policy for Next
18 Months Announced**

HOLLYWOOD, May 4.—M-G-M today defined its production policy in relation to the new technical developments, announcing that it would utilize its own wide-screen process, 3-D, CinemaScope, standard projection and stereophonic sound in a program of 34 features in the next 18 months. The announcement was made by Dore Schary, studio head, at the conclusion of a three-day meeting of the company's Eastern and studio executives.

According to Schary, the M-G-M wide-screen will be available in dimensions that will suit the screens of its customers throughout the world, stating that its wide-screen process would be the backbone of the program "because it is adaptable to every motion picture house in the world." The exhibition of the studio's future films,
(Continued on page 4)

New DuMont 3-D Color TV

CLIFTON, N. J., May 4.—Development of a compatible 3-D color television system is under way at the Allen B. DuMont Laboratories, Dr. Allen B. DuMont, president, told stockholders here today at the company's annual meeting. He intimated that the system may be demonstrated by the end of this year.

Dr. DuMont claimed that the television pictures from such a compatible 3-D color TV system could be received in four different ways: black and white, color, 3-D color and in
(Continued on page 4)

Big Business in Detroit for 'Wax'

DETROIT, May 4.—The Michigan Theatre, a United Detroit Theatres house, is said to have experienced the largest gross in its history on Sunday. "House of Wax," which opened last Thursday, has done in excess of \$40,000 since it opened. Sunday was the biggest day, bringing in more than \$20,000. "House of Wax" is expected
(Continued on page 4)

Personal Mention

HAL WALLIS is due to arrive here today from Hollywood.

CHARLES SCHLAIFER, president of the ad agency bearing his name, spoke on the program "Keep Up to Date" on WNBT last night on the topic of "Are We Losing the Fight Against Mental Illness?"

LEON J. BAMBERGER, RKO Radio sales promotion manager, will return to New York tomorrow from Minneapolis.

BILL CUNNINGHAM, *McCalls'* motion picture advertising manager, has left here for a two-week visit to Hollywood.

ERIC JOHNSTON, MPAA president, is in Spokane, on personal business and will return to Washington at the end of the week.

BARRY BERNARD has been named RKO Radio Cleveland exploiter, replacing **JOE LONGO**, who was transferred to Boston.

PETER LEROY of the Blue Hills Drive-in Theatre Corp., Bloomfield, Conn., has been recuperating from surgery.

ROY MILLER, manager of the Lincoln Theatre, Toronto, is seriously ill in St. Catharine's Hospital there.

DAN S. TERRELL, M-G-M publicity-exploitation manager, has returned here from Hartford, Conn.

ARCHIE WELTMAN of Loew's legal department, is vacationing in Miami.

MARTIN LEVIN, Brandt Theatres executive, has left here with his wife for Miami Beach for a two-week stay.

ARTHUR HORNBLow, Jr., M-G-M producer, has returned to the Coast after six weeks in New York.

MANUEL CONDE, Philippines' producer, has arrived here from that country.

J. D. WOODARD, Warner Brothers Southern publicity head, has returned to Atlanta from Jacksonville.

JOE PASTERNAK, M-G-M producer, will leave Hollywood for Europe by plane on May 17.

600 Pay Tribute to Francis S. Murphy

HARTFORD, May 4.—Top personalities of the Connecticut and national film industry were among 600 guests in attendance at a testimonial dinner tonight honoring Francis S. Murphy, retiring editor and publisher of the *Hartford Times*.

Harry F. Shaw, division manager of Loew's Theatres, served as co-chairman, with representatives of every major and independent circuit in the Northeast as guests.

J. Warner, Lehman, Sol 'Shane,' 'Wax' Pace B'way

WASHINGTON, May 4.—Jack L. Warner bought 29,925 shares of Warner Brothers common stock in his own name and another 2,000 shares for a trust account, according to the Securities and Exchange Commission.

The purchases boosted his holdings to 226,099 shares in his own name and 12,750 shares in the trust account. Albert Warner sold 5,000 shares, dropping his total to 159,675 shares in his own name and 13,300 shares in trust accounts.

Other transactions on the report of the SEC listing of trading in film company stocks by officers and directors were these:

Robert Lehman bought 10,000 shares of 20th Century-Fox common for a total of 20,000 shares. Sol A. Schwartz bought 1,500 shares of RKO Theatres Corp. common for a total of 2,500 shares. Charles P. Skouras bought 8,100 shares of National Theatres,

Inc., common, boosting his holdings to 27,510 shares. Elmer C. Rhoden through holding companies bought 1,500 shares of National Theatres, giving him 16,800 shares in his own name and 3,525 shares in holding companies. Earle G. Hines bought 1,000 shares in the same firm, his total holdings.

At Columbia Pictures, A. Montague bought 250 shares of common for a total of 6,134 shares and A. Schneider bought the same amount for a total of 7,683 shares.

Jacob Starr bought 6,000 shares of Trans Lux Corp. common for a total holding of 21,400 shares. Harry Brandt boosted his personal holdings in the firm to 113,015 shares through the purchase of 1,800 shares, while Har-day, Inc., which he controls, sold 1,400 shares and had left only 200 shares. Mrs. Brandt was listed as owning 17,700 shares.

Distributors Named In N. J. Trust Case TV Code Observed; 200 Films Rejected

Charging conspiracy, the Mayfair Entertainment Co., operating the Mayfair Theatre in West New York, N. J., yesterday filed an anti-trust suit in New York Federal Court against nine distributors and four theatre companies, asking \$3,000,000 triple damages.

It is alleged in the action that the defendants have conspired to refuse product on any run to the Mayfair and have prevented it from "competing on the open market." The action claims that there has been a pattern of fixed runs and clearances in favor of competing houses.

The plaintiff company operated the Mayfair in 1939 and 1940 and then leased it to another company until 1949 when the plaintiff again took over. Besides the distributors defendants are the North Bergen Amusement Co., Union Hill Corp., Doves, Inc., and Skouras Theatres.

Judges for Canadian Contest Are Named Pathe Acquires 5th Avenue Playhouse

TORONTO, May 4.—Judges for the international showmanship competition for the best campaigns submitted by Canadian theatres on the feature length coronation color film, "A Queen Is Crowned," were announced here today by Leonard W. Brockington, president, and Frank H. Fisher, general manager of J. Arthur Rank Film Distributors (Canada), Ltd.

The judges are: Martin Quigley, publisher and editor-in-chief, *Motion Picture Daily* and *Motion Picture Herald*; Ray Lewis, publisher and editor, *Canadian Moving Picture Digest*; Hye Bossin, managing editor, *Canadian Film Weekly*; H. T. Venning, president of the Association of Canadian Advertisers, and Athol McQuarrie, managing director of the A. C. A. Canadian managers who play the film between June 6 and

HOLLYWOOD, May 4.—The effectiveness of the television industry's "code of good taste" is indicated by the fact that one network rejected 200 motion pictures out of 6,000 reviewed, while hundreds of others were edited to eliminate undesirable material. This was stated here by John E. Fetzer, chairman of the National Association of Radio and Television Broadcasters Code Review Board.

Fetzer said that despite the progress made by the television industry in applying the code, there was some disregard of it, warning that TV had the alternative of adherence or having "officially imposed censorship."

Fetzer, who is president of the Fetzer Broadcasting Co. of Kalamazoo and Grand Rapids, Mich., said that the scope of the board was limited to seeking voluntary compliance with the code by broadcasters, adding that no greater authority was desirable.

A sturdy \$136,000 is forecast for the second week of "Shane" at Radio City Music Hall, which is utilizing its special large screen for the feature.

The only remaining 3-D feature on Broadway, "House of Wax," at the Paramount, is holding up nicely. A strong \$90,000 is seen for the fourth week of "Wax." Replacing Eddie Fisher on the Paramount stage beginning tomorrow will be Xavier Cugat and his orchestra.

The other 3-D feature, "Man in the Dark" was replaced last week at the Globe following a good grossing run of three weeks. The current Globe attraction is "Invasion, U. S. A."

The Capitol's long-run record-holder, "Moulin Rouge," is due to hit a fine \$38,000 for its 12th week.

Film Men Join in Honoring Javits

A number of industry executives and others well known to industry members are among the sponsors of a testimonial dinner to be tendered Congressman Jacob K. Javits in recognition of his services to the people of New York on May 17 at the Waldorf-Astoria here.

Spyros Skouras, Sol Schwartz, George Skouras and Oren Root are among the honorary vice-chairmen for the event. Sponsors include Barney Balaban, Ulric Bell, Stanley Kramer, Robert Lehman, Dr. Isador Lubin, Nelson Rockefeller and Mrs. Joseph M. Proskauer. Mrs. Wendell L. Willkie is an honorary co-chairman.

UA Subsidiary For 'Million-Pound Note'

In line with its practice of setting up a subsidiary company for pictures in which it has a financial interest, United Artists has formed the Million Picture Corp. in connection with the production of "The Million-Pound Note." The film is to be made in England by J. Arthur Rank under a co-financing arrangement with UA.

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Theatre TV

(Continued from page 1)

Broadway stage play to theatre telecast audiences is Leo Rosen, TV director of Fabian Theatres. Rosen, who declined to state which stage play he has in mind, acknowledged that negotiations with Actors Equity are progressing and that he may have an announcement to make shortly.

A spokesman for Equity confirmed that the outlook appeared more favorable now than heretofore, but said a hard and fast agreement has yet to be worked out. Rosen's previous attempt to book "Pal Joey" for a theatre telecast fell through when the show left Broadway before negotiations with Equity were completed.

On another front, Victor Ratner, head of Theatre Network Television's Tele-Sessions, disclosed that he may clinch a deal shortly with a big business organization. Ratner said the prospects are good.

Meanwhile, the AB-PT theatre TV department is working in the vocational and educational field, attempting to line up a telecast similar to the successful one aired recently in New York for high school students.

Holding back the widespread use of the medium for "off-hour" telecasts by business organizations, it was stated, is the novelty of the medium. After a number of successful telecasts, it is believed, flood gates for the "off-hour" use may be opened. As to entertainment shows, it is still a question of getting enough installations lined up to make them economically feasible. Although there are currently about 100 theatre TV installations scattered around the county, the lack of long-line facilities reduces the network far below the 100 figure, it is pointed out.

Cancels Ruling for Multiple Operators

AUGUSTA, Maine, May 4.—After sending out bulletins to all theatres in this state that theatres projecting 3-D films utilizing two or more machines simultaneously must provide one licensed operator for each machine, Joseph A. P. Flynn, director of state fire prevention has countermanded the order. In a second bulletin Flynn states that "certain technical data has been received in my office causing me to revoke the first regulation."

Variety Dinner Tonight

BALTIMORE, May 4.—Variety Club Baltimore Tent No. 19 will celebrate its 15th anniversary with a dinner tomorrow night in its clubrooms. Governor Theodore McKeldin and Mayor Thomas D'Alesandro, Jr., have accepted invitations to be guests. The original founders of the Baltimore Tent also will be present and honored upon this occasion.

Baker to Meet the Press

Details of nine forthcoming releases and an expanded program of the British government-sponsored "Group Three" experimental production unit will be given to the press by Leslie Baker, representing Associated British Film Distributors, London, at the Essex House, today.

Max Weinberg at UA

Max Weinberg, formerly Eastern shorts representative for M-G-M, has taken a special publicity assignment with United Artists here.

Bids Exhibitors Resist

(Continued from page 1)

Terming acquiescence to such demands as "illegal and criminal" for the exhibitors as well as for the distributor, Berger asked his audience, "why be their cellmates?"

In his annual report, Berger blasted away at the pre-release policy, which he said was part of a campaign by the majors to limit showing of top product to a few top houses, eventually killing off the smaller suburban and rural houses. The answer to the problem, Berger averred, was for Congressional action placing film companies in a public utilities category with distribution methods administered for the good of the whole industry.

Touching on two other problems, Berger endorsed an all-inclusive arbitration plan which he said should be given an 18-month trial. He also expressed optimism over the possibility of passage of the Mason Bill providing for the elimination of the Federal admission tax for theatres.

Connie Papas Dies, Midwest Exhibitor

CHICAGO, May 4. — Connie Papas, 40, part owner of the Towne Theatre, restaurant, and hotel, Milwaukee, Wis., and other restaurants and theatres in this part of the country, died here today. He is survived by his widow and four children, and a brother, Spyros Papas, with whom he was associated in business.

Producers to Elect 7

HOLLYWOOD, May 4.—A general membership meeting of the Screen Producers Guild has been set for Thursday evening in the 20th Century-Fox commissary, Sol C. Siegel, Guild president, announced.

Seven new members of the executive board will be elected by the membership to replace retiring members Charles Brackett, Sam Engel, Sidney Franklin, Arthur Hornblow Jr., Alfred Knopf, Louis Lighton and William Perlberg. Committee reports will be heard and Siegel, retiring president, will deliver a summary of the year's activities.

Greenfield Dinner May 18

ALBANY, N. Y., May 4.—May 18 is the date for the bachelor dinner which the Albany Variety Club will give to Leo Greenfield, Universal-International manager, at the Shaker Ridge Country Club. Greenfield will marry Miss Muriel Lanahan, of Ted Baldwin Associates, New York. May 17 was previously mentioned as the date.

Hope at Four Benefits

Bob Hope has four benefits lined up in the Washington, D. C., area this week. Today he will entertain at Walter Reed Hospital and Ft. Belvoir and tomorrow he will appear at the Navy Hospital in Bethesda, Md. Friday night Hope will be master-of-ceremonies at the White House Correspondents annual dinner with President Eisenhower the top guest.

Mother of the Bishops

TORONTO, May 4.—L. N. Bishop, manager of Famous Players' Shea's Theatre here, was called to Los Angeles because of the death of his mother. Another son is Harold Bishop, district manager of FP-C at Winnipeg.

Stanley Kane, NCA executive secretary, revealed that the organization's board is preparing to take court action against a major film company over its pre-release policy. Adding that the company was "not necessarily RKO," although the company's Minneapolis branch is currently negotiating second runs for both "Peter Pan" and "Hans Christian Andersen" on a bid basis with advanced admissions, Kane said he and other counsel felt that the pre-release policy violated the terms of the consent decree setting up "reasonable clearance" for product.

The convention, which continues here tomorrow, heard addresses by Leon J. Bamberger, sales promotion manager for RKO Pictures and Herbert Barnett, president of SMPTE. Henderson M. Richey, public relations director of M-G-M and Wilbur Snaper, president of Allied States, were forced to cancel appearances because of illness.

Herman Robbins

(Continued from page 1)

a running time of two and one-half minutes. More than 1,400 prints of the trailer have been supplied to National Screen branches throughout the country.

Goldenson also appointed Edward L. Hyman and Sidney M. Markley, American Broadcasting - Paramount Theatres executives, as co-chairmen of the collections committee for the industry in the campaign to raise \$7,500,000 nationally to provide facilities

Court Rules

(Continued from page 1)

meet again on Monday, May 18.

The Jackson Park and Milwaukee Towne cases were appealed to the Supreme Court by Chicago attorney Thomas C. McConnell. Though the first dealt with the Chicago situation and the second with Milwaukee, they presented the same issue: Could the Circuit Court change provisions of earlier decrees, growing out of private anti-trust actions, that permitted the theatres to get first-run films without competitive bidding but rather only on payment of a "fair and reasonable rental."

The original decrees in the two cases said the theatres could get first-run films without bidding and on payment of such rentals. In July, 1951, however, five distributors—20th Century-Fox, Paramount, RKO Pictures, Loew's and Warner Brothers—asked the District Court to amend the old Jackson Park decree by declaring that the theatre must bid against other theatres in the same competitive area. In March, 1952, the same five firms made a similar request to change the Milwaukee Towne decree. In both cases, the District Court refused the distributors' request, but the Circuit Court approved it.

In backing up the theatres' appeal, Allied States' general counsel Abram F. Myers said the effect of the Circuit Court decision would be to force compulsory bidding upon exhibitors.

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The fourth annual Cerebral Palsy campaign officially opened May 1.

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Cinerama Changes Capital Structure

ALBANY, N. Y., May 4.—Changes in the capital stock structure of Cinerama Productions Corp. were disclosed here with a company certificate registration.

Under the new structure, each of the previously authorized shares, par valued at five cents each, whether insured or unissued, has been changed into two shares, with a par value of one cent per share. The total number has been increased to 2,000,000.

The number of additional shares, not issued, has been changed from 500,000, with a par value of five cents, into 1,000,000. The 492,000 shares with par value of five cents, previously outstanding, have been changed into 984,000 shares, with the par value of one cent each. This leaves 1,016,000 shares authorized and not issued.

34 from MGM

(Continued from page 1)

he added, will be available in sizes from the standard screen up to the screen designed for a two-to-one ratio.

In addition, Schary said, two of the major pictures will be made in CinemaScope. They are "Knights of the Round Table" and "Rose Marie," both of which will be available in wide-screen in addition to CinemaScope. He explained that before starting actual production of each film, the company will gauge public interest and exhibitor demand and if the subject material and exhibitor interest warrants, additional pictures will be made in CinemaScope.

It was stated that the Broadway musical, "Kiss Me Kate," was planned for three-dimensional projection as well as for wide-screen. This decision was reached after viewing "Arena." This 3-D process, Schary said, also will be reviewed in terms of public interest and demand. All pictures on the program will be recorded with stereophonic sound.

Balanced Product

"Thus," Schary said, "the M-G-M policy, in addition to giving us a balanced program in story content and star attraction, will provide our customers with a balanced product of imagery and device."

The following pictures now ready for release in both standard and wide-screen size, and recorded stereophonically, were seen by the executives: "Julius Caesar," "Young Bess," "All the Brothers Were Valiant," "Mogambo" and "Take the High Ground."

Nicholas M. Schenck, Howard Dietz, Charles Reagan and Joseph R. Vogel, Loew's-MGM executives, flew back to New York tonight after conferring on the new program.

"Thunder Bay"

(Continued from page 1)

the other. Port Felicity, Louisiana, and the adjacent waters is the setting. The script by Gil Doud and John Michael Hayes is from a story by the latter, based on an idea by George W. George and George F. Slavim, so the credit for its directness and clarity is hard to place precisely. There is no question, however, about Anthony Mann's forceful direction, which is all his and excellent.

At its core, the story is about a conflict between a little town's interest in shrimp fishing, which has been its sole industry as long as anyone can remember, and oil-men's interest in off-shore oil which has never been tapped. Stewart and Duryea, oil wildcatters, arrive in town, broke, and meet by appointment with Flippen, an oil company president and himself a former wildcatter, who decides, despite the advice of his stockholders, to stake Stewart in a project to sink an oil shaft in the harbor at the risk of his own and his company's future.

The oil crews and the fisher folk do not mix well, and several violent incidents take place, with Stewart stoutly maintaining order until a fisherman, jealous of Duryea's interest in Miss Henderson, undertakes to dynamite the oil rig in the harbor during a terrific storm and dies in the attempt. Then the total population of the town sails out to the off-shore derrick to wring satisfaction from the oil men with consequences better seen than synopsized.

Running time, 103 minutes. General audience classification. For August release.

WILLIAM R. WEAVER

Universal Wide-Screen

The U-I screen on which the picture was previewed for the press is in a 1.85 to 1 aspect ratio, which is wider than Paramount's big screen and less wide than CinemaScope. The film is full of wide-sweeping scenes, including one fierce sea storm, which attain vast realism and a powerful impact from this expansion. Whether projected in this expanded shape or in the standard dimensions, the picture is a fine dramatic property in every sense. WRW

3-D Color TV

(Continued from page 1)

3-D black and white. He estimated that the cost for such a four-way receiver with a 17-inch screen would be between \$600 and \$700.

Discussing color television, he anticipated that it would be a long time before a commercially practical system would be approved. He declared that DuMont engineers were still not satisfied that the industry committee system of color television was "right" for the public. He declared that his company expected good business in 1953, with the anticipation that sales would be over \$100,000,000, a new mark for the company.

Dr. DuMont was reelected president. Other officers reelected were: Stanley F. Patten, vice-president; Paul Raibourn, treasurer; Bernard Goodwin, secretary; Irving Singer, assistant treasurer.

Reelected as directors by holders of Class B stock, owned by Paramount Pictures, were: Barney Balaban, president of Paramount Pictures; Paul Raibourn, Paramount vice-president; Edwin L. Weisl, Paramount attorney.

Reelected as directors by holders of Class A stock were DuMont, Patten, Dr. Thomas T. Goldsmith, Jr., Percy M. Stewart and Bruce T. DuMont.

Cinerama Launches Essay Contest Here

With cooperation of the local Board of Education, Cinerama has launched the "Lowell Thomas Essay Contest on the New Dimension in Films."

Thousands of dollars worth of prizes will be offered to students representing over 400 schools within a 100-mile radius of New York. The contest, which is being held in conjunction with the Cinerama change-over from the Broadway to the Warner Theatre, is based on an essay of 500 words or less on the topic: "The Story I Would Like to see in Cinerama." The contest opens June 1 and ends Sept. 1.

'Wax' Business

(Continued from page 1)

to gross more than \$60,000 for the first week.

Cinerama, at the Music Hall, has passed the \$250,000 mark with advance sales for the five weeks it has been here. It will run indefinitely, according to Bill Green, publicity director. Several showings weekly have been added in order to handle all ticket requests.

The Fox is tagging behind with "Moulin Rouge" which is running into its fourth week; average weekly gross has been in the vicinity of \$32,000.

Exhibitors here were treated to a special preview of CinemaScope at the Fox. Comments by press critics and leading exhibitors were very favorable.

Drive-ins have been doing very well, especially in the last several days. Bad weather put a damper on the box-office when they first opened.

Detroiters, it seems, are 3-D happy, Cinerama happy and next will be CinemaScope happy, as one press critic put it.

'House of Wax' Grosses \$45,000 Over Weekend at Chicago Theatre

CHICAGO, May 4.—"House of Wax" grossed better than \$45,000 at the Chicago Theatre here over the weekend, several thousand better than the "Bwana Devil" opening week-end, giving promise of a total for the first week of better than \$80,000.

The Chicago is listing viewers at a charge of 15 cents on its price sign as an optional added expense to the patrons, thus saving over three cents per admission, inasmuch as the charge for glasses is not subject to taxes.

RKO Radio Gets Film

"Fury of the Jungle," forthcoming Benedict Bogeaus production co-starring Glen Ford and Ann Sheridan, will be distributed by RKO Radio. The picture, which will go before the cameras on May 11, will be filmed in color and in the wide-screen Scenic-scope process with multiple-orthophonic sound.

CinemaScope Deals For Another 118

Maintaining a steady pace in blanketing the country, 20th Century-Fox's CinemaScope anamorphic lens process utilizing the Miracle Mirror screen and stereophonic directional sound has been ordered for 118 additional theatres, the company disclosed.

Headed by Butterfield, Schwyn, General Theatre Service, New England Theatres and the Smith Management Corp., the installation orders represent key and smaller city situations as well as drive-ins.

A special demonstration of CinemaScope was held last night by 20th Century-Fox at the Roxy Theatre here, for members of the press, celebrities from show-business, and political and social figures unable to attend morning showings of the process at the theatre last week.

Franchisers Set

(Continued from page 1)

3-D equipment, on one machine and a regular screen. (Reason for making it both ways is that definition with the one film-strip, one projector system will be somewhat inferior to that of the two-machine system.)

With color film stock at a premium, the first picture, "Kentucky Rifle," (one of six 3-D films planned for the balance of 1953 and 12 for 1954) will be shot in black-and-white to enable its being rushed into release by early August. Secondary financing for this first picture has been obtained from a large film laboratory—probably Pathe, inasmuch as Roth is a director of Chesapeake industries, of which Pathe is a subsidiary.

The 12 distributors who formed the company represent about 60 per cent of the exchange areas of the U.S.; other responsible independent distributors in the as-yet unrepresented territories will be given an opportunity to join the organization, it was said.

New Date for Bow Of 'U's' Wide-Screen

Personalities of screen, stage, radio and television; leading industry, civic and financial figures and press representatives will attend a special invitational world premiere of Universal-International's "Thunder Bay" at Loew's State here on Tuesday evening, May 19 which will also mark the debut of U-I's new, full-stage screen and directional sound process. Tickets will also be put on public sale at the box-office.

The screen process was to have had a premiere on May 20.

3-D Sound in 10 Houses

CAMDEN, N. J., May 4. — Ten Balaban and Katz houses will be equipped with complete RCA 3-D stereophonic sound systems, it was announced by J. F. O'Brien, theatre equipment manager of RCA Victor.

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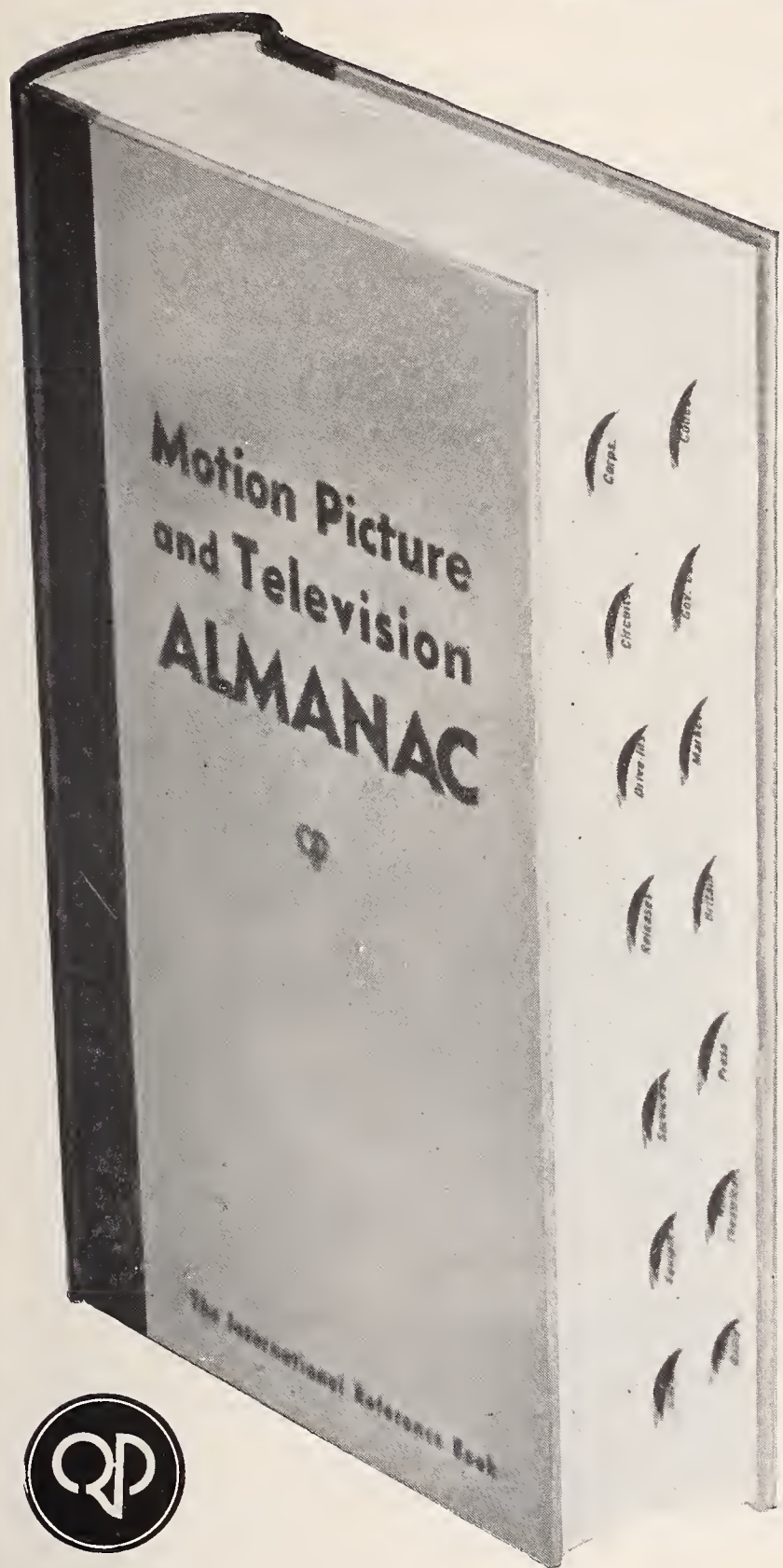
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Motion Picture Daily Feature Reviews

"Cow Country"

(Allied Artists)

Hollywood, May 4

WITH a large and capable cast headed by Edmond O'Brien, Helen Westcott, Bob Lowry, Barton MacLane and Peggy Castle, "Cow Country" is a package that a showman can exploit advantageously in his own choice of several types of campaigns. Three story lines, each substantial enough to carry an ordinary Western, are tied together in this extraordinary production by Scott R. Dunlap. The first concerns the struggle of the cattlemen of 1876 to survive a market glut that threatens their economic survival. A second one presents the hide-and-tallow business as the heavy in the plot position that is usually occupied by rustlers. A third has to do with the seduction of a settler's daughter by a principal cattleman. All three segments are departures from the standard Western story. Collectively they entail a volume of action that makes an impressive total for Western fans.

O'Brien portrays the owner of a stage and freight line still operating profitably in 1875 despite a beef-market crash that has leading rancher Robert H. Barrat and his neighbors, including Lowry, nearing insolvency. Miss Westcott plays Barrat's daughter, betrothed to Lowry, who is O'Brien's best friend, and Miss Castle enacts the girl whom Lowry has seduced under promise of marriage. MacLane is the town banker who figures the whole valley will come into his possession if his distressed depositors go broke and who stands behind Robert Wilke, owner of the local hides-and-tallow business, in the latter's rustling of ranch cattle into his hiding and rendering plant. O'Brien, the strongest figure in the community, manages to bring ultimate peace to those who do not get murdered or slain in self-defense or range warfare in the course of the complicated and outright conflicts which these several situations and relationships breed.

Direction is by Lesley Selander, using a script by Adele Buffington, based on Curtis Bishop's novel, "Shadow Range," adapted by Tom W. Blackburn. Edward Morey, Jr., was Dunlap's associate.

Others in the cast are James Millican, Don Beddoe, Raymond Hatton, Charles Courtney, Steve Clark, Rory Mallinson, Marshall Reed, Brett Houston, Tom Tyler, Jack Ingram and George Lewis.

Running time, 82 minutes. General audience classification. April release.

"Guerilla Girl"

(John Christian-United Artists)

THE AFTERMATH impact of World War II on Greece provides the theme of this somewhat sombre picture. The story of love and combat strives for depth and meaning, but for all its intentions the production is weakened by the absence of professional know-how and a pervading sense of credulity. Helmut Dantine is the one commercial name of which the film can boast.

Opening in Athens during the Nazi occupation, the story has Dantine pose as a Nazi officer while working for the underground. In this role he meets and falls in love with another underground worker, Marianna. At war's end they are separated. She winds up with the Communist-dominated resistance movement while he joins Greek government forces.

When they do meet again it is at the height of a bloody uprising. But before this has come to pass, Marianna comes to see that the principles that motivated her joining the Red movement have been completely subverted. Both she and her lover achieve a sort of triumph-in-death at the finale.

Others in the cast are Irene Champlin, Ray Julian, Michael Vale, Gerald Lee, Charlotte Paul and Dora Weissman. John Christian produced and directed.

Running time, 81 minutes. General audience classification.

"Mahatma Gandhi—20th Century Prophet"

(Stanley Neal Productions—United Artists)

OUT OF NEWSREEL CLIPS and documentary footage assembled from more than 10,000 feet of film and spanning 37 years of Mahatma Gandhi's life, the American Academy of Asian Studies here presents a well-edited 81-minute documentary feature on the great, late Indian leader.

The overall job has been reasonably well accomplished, but quite naturally, as highlight follows highlight in Gandhi's life, a repetitive quality arises. The voice of Quentin Reynolds is heard on the sound track, emphasizing bits of Gandhi's philosophy and filling in background information.

The picture, produced by Stanley Neal Productions, Inc., is said to represent the work of 108 cameramen. It catches the whole sweep of Gandhi's life from his early years to his assassination in 1948. It almost goes without saying that this type of film fare is aimed at specialized audiences.

Running time, 81 minutes. General audience classification. April release.

Holmden Appointed 'IA' Asst. President

Harlan Holmden of Cleveland has been appointed assistant international president of the IATSE to fill the vacancy caused by the death of Thomas J. Shea. Holmden formerly was a vice-president of the IATSE.

A member of the Cleveland operator's local since 1909 and its business agent for many years, Holmden had been vice-president since 1931.

Dureau Buys Out Former Partners

NEW ORLEANS, May 4.—Milton Dureau is now president and general manager of Masterpiece Pictures, Inc. and its principal stockholder. At a stockholders meeting he acquired all of the stock of his former associates, E. J. and E. H. Lillis. Other officers elected were Mamie Dureau, vice-president, and Alberta Schindler, secretary-treasurer.

"The Juggler"

(Columbia Pictures)

THE story outline of this Stanley Kramer production should engender a sympathetic response from most audiences. It depicts the struggle of a refugee from Hitler's Germany to rehabilitate himself in the new land of Israel. Kirk Douglas plays the featured role and Milly Vitale, an attractive, warm woman, is introduced in the film. There are high points of compassion and violence, but unfortunately these moments are layered with scenes which do not build credible characterization and, in consequence, the film does not carry its intended impact.

Photographed in Israel, the film does capture some of the pioneering spirit of its inhabitants and with this backdrop, the struggle of Kirk Douglas takes on added pathos. He is hounded by the terrors he went through. His liberation from Nazi concentration camps has not freed his psychic self. In his troubled mind, the barbed wires encompassing the Israeli processing camp are the same that shut him in in Germany. Bitter, disturbed, afraid of the interest of a kindly doctor, he runs away. When questioned by a policeman, he attacks him thinking the security officer is a SS Storm Trooper. In his confusion, Douglas is certain that he has killed the officer and in order to avoid detection poses as an American tourist. It is during this interim when he is on the run that he meets up with a 12-year-old boy and a young woman of an Israeli cooperative farm and finds the road to mental health. He, who had been a world famous juggler, at this point breaks his vow never to juggle again and teaches the young lad some of his tricks. The happy days on the farm are punctured by the appearance of the police and after a violent closing scene Douglas sees the necessity of freeing himself from his fears and gives up to the law, hoping that he'll be rehabilitated and free to marry Milly Vitale.

The heavy psychological overtones in the film, while they do offer melodramatic and pathetic moments, seem inadequately explored. Perhaps all that is presented is too rich for one film.

Others in the cast include Paul Stewart, Joey Walsh, Alf Kjellin, Beverly Washburn and Charles Lane. Edward Dmytryk directed from a screenplay by Michael Blankfort, based on his novel, "The Juggler."

Running time, 86 minutes. General audience classification. For June release.

MURRAY HOROWITZ

"Serpent of the Nile"

(Columbia)

ROME in the days of Caesar and Cleopatra is the theme of this story of romance and intrigue filmed in color by Technicolor. While not sticking too closely to historical authenticity, "Serpent of the Nile" has its pleasing elements, with dances, feasts and battles galore.

It is a bewitching, if somewhat unconvincing Cleopatra that Rhonda Fleming performs. After the death of Caesar she pits her wiles against Mark Antony, played by Raymond Burr, and his aide, Lucilius, played by William Lundigan. It isn't long before both gentlemen succumb to the Queen of Egypt's charms, but her reciprocal love proves only a device to overcome them so that she can pass her sovereignty down to her son. As the story and screenplay by Robert E. Kent proceeds there are outbreaks of rivalry, intrigue and cunning. The once-stalwart Antony completely falls under Cleopatra's spell and thereby paves the way for his downfall. The climax sees the vengeance-bent armies of Octavius and Lucilius triumphantly enter the gates of Alexandria. Antony goes to his death by his own sword, while Cleopatra has a serpent do the deed for her. Sam Katzman produced and William Castle directed.

Others in the cast are Jean Byron, Michael Ansara, Michael Fox, Conrad Wolfe, John Crawford, Jane Easton, Robert Griffin, Frederic Berest and Julie Newmeyer.

Running time, 81 minutes. General audience classification. Release date, May 8.

"The Assassin"

(Rank-United Artists)

A BRITISH THRILLER with the accent on the chase is offered in this J. Arthur Rank production which reaches a sizzling pace as the film progresses.

The story finds Richard Todd in Venice looking for an elusive gentleman named Renzo Uccello. When he advertises for his whereabouts, his first contact is murdered. Through many story machinations he learns that Uccello is dead and he is determined to find out the reasons behind his death and his sudden importance to so many people. He learns the hard way through a series of beatings, amours and chases through the unique waterways and houses of Venice.

The pieces of the puzzle come into focus when it is revealed that there is a vicious plot to murder an important political figure and the mysterious Mr. Uccello figures in the scheme. Todd finds himself in the middle, as the assassin, in the eyes of the police and the fall guy for the conspirators. The ending, of course, is satisfactory for all concerned.

Todd's smooth performance is helpful and so are those of Eva Bartok as Uccello's wife, George Coulouris as the police chief and especially oldtimer Margot Graham as Todd's friend. However, the real "star" is the city of Venice. Director Ralph Thomas squeezed every ounce of beauty and suspense from it. Betty E. Box produced and Victor Canning wrote the screenplay from his novel, "Venetian Bird," which is the film's title in England.

Others in the cast include John Gregson, Walter Rilla, John Bailey, Sidney James, Martin Boddey and Michael Balfour.

Running time, 90 minutes. General audience classification. April release.

FIRST
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MOTION PICTURE DAILY

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NEW YORK, U. S. A., WEDNESDAY, MAY 6, 1953

TEN CENTS

Arbitration Need Shown By Probe: Levy

SBC Hearings Underline Problem, Tells TOA Meet

OSAGE BEACH, Mo., May 5.—The Washington hearings by the Senate Small Business Committee underlined the need for a plan of arbitration, Herman Levy, general counsel of the Theatre Owners of America, said here today. Speaking at a joint meeting of the Kansas-Missouri Theatre Owners Association and the Motion Picture Theatre Owners of Eastern Missouri and Southern Illinois, Levy asserted that "an industry system of arbitration, with the large

(Continued on page 4)



Herman Levy

Berger Reelected President of NCA

MINNEAPOLIS, May 5.—The North Central Allied convention today reelected Benjamin Berger president as it closed out its two-day conclave here. Continued and organized resistance to the pre-release and advanced admission price policies of distributors was urged by Berger. Approximately 200 independent exhibitors heard the NCA head and Frank Mantzke of Northwest Theatre Service and Tom Burke of Theatre Associates attack the growing tendency toward high percentage terms, pre-release, and ad-

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Film on Industry History in Sept.

"Yesterday and Today," a semi-documentary on the motion picture industry, will probably be ready for release in September, independent producer Abner J. Greshler disclosed here yesterday.

He said the film, which will run for 65 minutes and contain footage from 1893 to the 3-D present, will possibly be released through United

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Ill. Theatres Win Property Tax Cut

Chicago, May 5.—After representations from a group of leading exhibitors here, the Cook County assessor's office, in the light of the decline in theatre business here in recent years, is granting motion picture theatres a one-third reduction on their 1953 personal property tax.

Develop 2 New Sound Systems

CHICAGO, May 5.—Two models of stereophonic sound systems have been developed by Motiograph, Inc., one for theatres of 1,600 seats or more, one for theatres of less than 1,600 seats, it was announced here today. The equipment contains a magnetic reproducer capable of reproducing the sound from films containing three magnetic sound tracks. When it is electrically interlocked with the existing theatre sound system sound will be reproduced through three separate loud speaker systems and a number of auditorium speakers. The speaker equipment consists of three Altec-Lansing "Voice of the Theatre" loudspeaker systems and from 10 to 15 high quality auditorium speakers. The two systems for larger and smaller theatres differ only in the amount of power output of the three power amplifiers and the size of the

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"Stalag 17"

[Paramount Pictures]

A TAUT, dramatic, hilarious and sad war drama that packs a solid box-office punch has been turned out by producer-director Billy Wilder. "Stalag 17" should long be remembered as the American prisoner-of-war story of World War II. It is rich in characterization, broad in humor, subtle in mood. It is endowed with a superbly competent cast, talented direction and a fine script. In short, this is a film which will draw the customers, and with proper exploitation to capitalize on word-of-mouth advertising that this film is sure to get, it should do sturdy business.

The setting is bleak, a prisoner-of-war camp maintained by the Nazis for downed American airmen. But in this setting of mud, gray skies, dismal barracks, the film vibrates with humor, suspense and spirit. The cast, all-male with the exception of glimpses of Russian women prisoners, is topped by William Holden, Don Taylor, Otto Preminger and Robert Strauss. The star value in the film does not, however, rest on proper names. Getting top billing, and justly so on terms of the story, is the American G.I., whose talent to survive adversity forms the backbone of the story.

Thrown together in compound 17 are William Holden, a cynical Yank

(Continued on page 4)

SEE VICTORY FOR FOX MANAGEMENT

Sees TV Tape Replacing Film

A prediction that video tape, currently under development at RCA laboratories, will to a great extent replace the use of film for television was made here yesterday by David Sarnoff, chairman of the board of RCA, in an address before the annual meeting of stockholders.

The new method of recording, Sarnoff declared, may revolutionize the television art and is expected to extend into the motion picture industry as well. In addition, he said, it should reduce over-all costs.

As to color TV, the board chair-

(Continued on page 4)

Rogers and Unger Get 20 Rank Films

Budd Rogers has acquired 20 J. Arthur Rank features for reissue in the United States.

Distribution will be through Rogers and Unger Associates, New York, who will shortly announce national distribution arrangements with state right territorial distributors.

The group includes three features

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No 'Fireworks' at Meet of 'Holders in Wilmington On Cumulative Voting

By AL STEEN

WILMINGTON, Del., May 5.—That 20th Century-Fox management has a majority of stockholders votes for the elimination of cumulative voting from the by-laws was indicated here today at the special meeting called by management to vote on the issue. Stockholders, in person and by proxy, cast their ballots on the question, but the results may not be determined for several days. The meeting was recessed until Friday afternoon when the final count may be completed, although there was some doubt by the judges that the tabulations would be completed by that time.

The bitterness that appeared to prevail between management and the forces of Charles Green, who initiated the proxy contest, prior to today's meet-

(Continued on page 5)

Mayer-Kingsley to Handle U.K. Films

Mayer-Kingsley, Inc., will handle distribution here of pictures produced in England by Group 3, Ltd., the experimental production unit financed by the British government's National Film Finance Corp., it was announced here yesterday by Leslie Baker, managing director of Associated British Film Distributors, who made the distribution arrangement.

N.F.F.C. was organized by the British government with a subsidy of approximately £10,000,000 several years ago. Its aim was to provide

(Continued on page 4)

U. A. Accelerates Release Schedule

Stepping up its distribution schedule to better than one new film a week, United Artists will release five during June, it was announced here by William J. Heineman, vice-president in charge of distribution.

The five films are: "Volcano," starring Anna Magnani in her first Eng-

(Continued on page 4)

Personal Mention

Y. FRANK FREEMAN, Paramount production vice-president, and RUSSELL HOLMAN, Eastern production manager, are due to arrive in New York today from Hollywood.

ARCH OBOLER is en route to Oslo by freighter to attend "Bwana Devil" openings in Scandinavia arranged by ARNOLD PICKER of United Artists. OBOLER will arrive in Oslo Saturday.

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will be in Boston today and Gloversville, N. Y., tomorrow. He will return here Friday.

WALTER T. MURPHY, manager of Capitol Theatre, New London, Conn., has been re-appointed to a five-year term on the New London zoning board of appeals.

H. SIMON ULLMAN, son of SAUL J. ULLMAN, Fabian Theatres division manager in Albany, and MRS. ULLMAN, has become engaged to RUTH ROTHMAN of New Rochelle.

SANFORD SCHUPAK of Columbia's still department will leave the company Friday preparatory to entering the Army on May 13.

JUDSON MOSES, recently promoted to Southern press representative for M-G-M, is due to arrive here from Atlanta today for a day's visit.

THOMAS HOPKINSON has assumed his duties as exploiter for M-G-M in the Albany and Buffalo districts, succeeding ABE BERNSTEIN, resigned.

EDWARD L. HYMAN, vice-president of AB-PT, and MAX FELLERMAN will be in Philadelphia for the rest of this week.

MORRIS KEPPNER of the Burnside Theatre Corp., East Hartford, Conn., was a visitor here.

AL LEWIN, M-G-M producer, will arrive here today from French Morocco, en route to the Coast.

Ernest Wolfe Dies

ALBANY, N. Y., May 5.—Ernest J. Wolfe, who conducted the Town Hall in Lowville and who had been an exhibitor in the Lewis County village for many years, died there Sunday, following a long illness. He operated the Avalon until fire destroyed it and then remodeled and reopened the Town Hall. Wolfe also was in the Syracuse theatre field at one time. The Lowville operation will be continued; Upstate Theatres, Inc. books it. The widow and two sons survive.

Mrs. Elizabeth Finn

BOSTON, May 5.—Funeral services were held today for Mrs. Elizabeth Finn, wife of Max Finn, general manager of E. M. Loew's Theatres, at Levine Chapel, Brookline. Also surviving are two sons and a daughter.

House Passes Bill Boosting Fine for Trust Violation

WASHINGTON, May 5.—The House passed and sent to the Senate a bill to boost from \$5,000 to \$50,000 the maximum fine for violation of the Sherman Anti-Trust Act.

The measure, which also passed the House in a previous Congress but got nowhere in the Senate, would make no change in the one-year maximum jail sentence also contained in the act as a penalty for violations.

In reporting the bill to the House, the Judiciary Committee said the present maximum \$5,000 fine is in many cases an "entirely insufficient deterrent or punishment for more serious violations of the act." The new maximum, it said, would enable the court to "make the punishment more appropriately fit the crime."

The measure is supported by the Justice Department.

Meeting of Kan.-Mo. Allied to See 'Ti'

KANSAS CITY, May 5.—A special screening of Columbia's 3-D "Fort Ti" will be provided for the exhibitors attending the spring convention here May 13-14 of Allied Independent Theatre Owners of Kansas and Missouri.

The various new methods of production and projection of picture and sound will feature the convention. Engineers will explain the new systems and representatives will be on hand to talk with exhibitors of practical problems of equipment and installation.

Moe Levy of 20th Century-Fox will speak at the convention on CinemaScope. Wilbur Snaper, president of national Allied, will also speak. Joanne Vohs, star of "Fort Ti," will attend the luncheons and the banquet the final night.

Sauter Again Heads USO-Camp Shows

James Sauter was reelected president of USO-Camp Shows at the annual meeting of the organization's board of directors here yesterday.

Other reelected officers were: Abe Lastfogel, chairman of the board; Lawrence Phillips, executive vice-president; Emil Friedlander, Bert Lytell and George J. Schaefer, vice-presidents; Clarence G. Michalis, treasurer; John M. Lewis, secretary. Chosen for the post of executive vice-president was Lawrence Phillips, while Marshall L. H. Post was named assistant treasurer.

The executive committee consists of Friedlander, Lytell, Lastfogel, Michalis, Phillips, Sauter, Schaefer, Ralph Bellamy, George Heller, Jack Irving, Florence Marston, John Shubert, Noble Sissle and Frank L. Weil.

Press to See 'Conclave'

"The Secret Conclave," which features what is said to be the first film reproduction of a meeting of Cardinals in the Sistine Chapel of the Vatican to elect a Pope, will be screened for members of the Catholic Press Association and their guests tomorrow and Thursday at the Hotel Dennis in Atlantic City, where the association is holding its annual convention. The film, released by Italian Films Export, will open in New York at the Bryant Theatre on May 14.

Shea Sets June Promotion Drive

Gerald Shea, president of Shea Theatres, has disclosed plans for a month-of-June campaign—to be known throughout the circuit as the "June Jubilee of Hits"—in which theatres will compete against quotas based on past attendance figures. The plan was announced at a two-day Shea regional managers meeting in Zanesville, O.

Publicity and promotion plans dominated the meet, with 3-D and wide-screen presentation running a close second.

Others from the home office attending the sessions were Richard A. Harper, executive assistant to the president, and Ray E. Smith, in charge of buying and booking.

Some Chi. Theatres Undergo Changes

CHICAGO, May 5.—The past week has found many changes in the status of theatres in this area, with several openings, a closing, and some transfers of houses taking place.

In Chicago, the Rosewood, being operated for the landlord by veteran exhibitor Herb Ellisburg, closed last Sunday. Robert Helson has relinquished his leases on the Zion and Dunes, Zion, Ill., turning them back to their owners. One new drive-in, the Illiana, Danville, Ill., has opened, and two others, the Skyline, McHenry, Ill., and the Buckley, Buckley, Ill., have reopened for the summer, the Buckley to operate week-ends only as it did last summer. In Waukegan, Ill., the Great States Circuit has reopened the 1,068-seat Academy. The Steger, Steger, Ill., and the State, Westville, Ill., have gone to week-ends only operations.

World Premiere of 'Second' in Denver

DENVER, May 5.—A parade here today following the arrival of Dick Powell, director of Edmund Graininger's "Split Second," and stars Stephen McNally, Alexis Smith and Arthur Hunnicutt, opened the schedule of events which precedes the world premiere of the picture at the RKO Orpheum here tomorrow. The group will make four personal appearances at the local theatre before leaving for Albuquerque Thursday for the picture's opening at the Kimo Theatre there.

Ala. Solon Urges End To U.S. Ticket Tax

Washington, May 5.—Rep. Albert Rains (D., Ala.) told the House today that the 20 per cent Federal Admission tax "is amounting to almost total confiscation for thousands of small businesses in this country."

Rains put in the Congressional Record a letter from an Alabama exhibitor outlining his current plight and stressing the need for speedy passage of the Mason bill to exempt motion picture theatres from the admission tax. "If Congress delays much longer action on this matter," Rains warned, "hundreds of small businesses in this country will be closed, many small towns will be without moving-picture theatre entertainment, and a great injustice will be done to thousands of people."

Heineman Leads UA Heads Back to N.Y.

United Artists sales chiefs, headed by William J. Heineman, distribution vice-president, have returned to their New York headquarters from a three-day national sales meeting in San Francisco. The sessions last Thursday, Friday and Saturday launched the expanded company sales program in line with United Artists' "biggest product line-up in its history."

Among those who returned with Heineman were: B. G. Kranze, general sales manager; Milton Cohen, eastern division manager, and James Velde, western division manager. Seymour Peyser, vice-president and general counsel, likewise returned.

'U' Votes Common, Preferred Dividends

A semi-annual dividend of 50 cents per share on Universal Pictures common stock, payable June 25 to stockholders of record on June 15, was declared by the board of directors yesterday. In addition, a quarterly dividend of \$1.06¼ per share was declared on the company's 4¼ per cent cumulative preferred stock, payable June 1 to holders of record on May 15.

Here for Screen Job

Fred Tuch, Sr., Fred Tuch, Jr., and William F. Coffin, engineers from the Universal-International studios in Hollywood, have arrived in New York to help direct the installation at Loew's State Theatre of the new full-stage screen and directional stereophonic sound developed by U-I which will be launched with the world premiere of U-I's "Thunder Bay" on May 19.

Westrex Rome Meet

A conference of Westrex Corp. subsidiary company managers from Europe called by E. S. Gregg, vice-president and general manager, will convene in Rome, Italy, tomorrow.



JEAN SIMMONS
The fiery Princess
"Young Bess"



STEWART GRANGER
Tom Seymour loved
two women



DEBORAH KERR
Sweetheart of one,
wife of another



CHARLES LAUGHTON
Henry VIII had
many wives

"YOUNG BESS'-YES!" SAYS TRADE PRESS!

"A SPECTACLE IN 'QUO VADIS' CLASS!"

—*Boxoffice Magazine*

"Strong box-office prospects. Remarkably engrossing."

—*Variety*

"Certain to please all audiences and to be a money-maker."

—*Showmen's Trade Review*

"Distinguished, absorbing picture, superbly directed, acted and produced. Granger a dashing figure. Taut love story."

—*Hollywood Reporter*

"Romantic drama that takes perfectly to the lavish quality of its Technicolored presentation. Strong for cast and box-office attention. Stewart Granger standout."

—*Daily Variety*

"Brilliantly composed and impressively produced drama. Will occupy a notable niche and secure vast interest."

—*Film Daily*

"Rich pageantry... extraordinary performances by Jean Simmons, Stewart Granger, Deborah Kerr and Charles Laughton."

—*Motion Picture Herald*

"Timely as a coronation and likely to play to coronation-type business!"

—*Motion Picture Daily*

"Strong star values. Dramatic sequences that hold any audience."

—*Exhibitor Magazine*

The Love Story of a Princess is M-G-M's New TECHNICOLOR Triumph!

M-G-M presents In Color by Technicolor "YOUNG BESS" starring JEAN SIMMONS • STEWART GRANGER • DEBORAH KERR • CHARLES LAUGHTON • with Kay Walsh • Guy Rolfe • Kathleen Byron • Cecil Kellaway • Leo G. Carroll • Screen Play by Jan Lustig and Arthur Wimperis • Based on the novel by Margaret Irwin • Directed by George Sidney • Produced by Sidney Franklin

Arbitration

(Continued from page 1)

number of arbitrable matters, would probably have made the Senate investigation unnecessary."

Levy, who attended the Washington hearings, said that as he listened to distributors' representatives "either deny guilt or try to justify the actions complained about," he felt it was "most unfortunate that we do not have within our own industry the mechanics for solving our disputes."

"The industry is such that it does not lend itself to external regulation," he said. "Exhibitor grievances, for the most part, arise from practices that evolve in the industry, and are peculiar to it. As these practices evolve, and as new arbitrable matters appear, a functioning system of arbitration could be enlarged by way of amendment to encompass them."

"Being without such a system, however, the continued and unwarranted use of competitive bidding, where it is neither necessary nor desired; the exaction of exorbitant film rental, which eventually must lead to compelling exhibitors to advance their admission prices; and the increased usage of the so-called pre-release system of licensing pictures, all of these either frustrate exhibitors, or drive them to the courts or to governmental agencies for assistance."

"We hope that there will now be brought a reactivation of the Industry Arbitration Conferences with a dedication by all segments of it to the evolution of a satisfactory system for early availability to aggrieved exhibitors. Obstacles will undoubtedly be met in that process of evolution, but I feel certain that if they are approached by men of good will they will be solved even at the cost of substantial sacrifice."

Sees Video Tape

(Continued from page 1)

man disclosed that RCA expects to file a formal petition with the Federal Communications Commission within the next few months requesting approval of compatible color standards. "We are ready to proceed with our plans for commercial color television as soon as the FCC authorizes the standards," he added.

In the motion picture field, Sarnoff said RCA has supplied large-screen television projection apparatus to more than 80 theatres.

RCA operations for the first three months of 1953 resulted in the largest volume of business for any first quarter period in the history of the corporation, Sarnoff reported. He said sales of RCA products and services amounted to \$208,007,533, with net earnings for the period set at \$9,293,141, an increase of 31 per cent over the same quarter last year.

Sound Systems

(Continued from page 1)

loud speaker systems.

Thor Matthews, Motiograph president, when queried about prices of the installations, estimated that they will run from \$5,000 for a small theatre to \$11,000 for a large theatre, both also depending on problems arising in connection with the installation.

Motiograph dealers now are accepting orders, with first deliveries to be made in late June.

"Stalag 17"

(Continued from page 1)

who uses his brains and ingenuity to make life as comfortable as possible for himself; Robert Strauss, who is called "The Animal" by his buddies and whose portrayal, sometimes comical, sometimes sad, is one of the high-points of the film; Harvey Lembeck, the clowning buddy of "The Animal"; and others of the barracks, each individual a realized character. Otto Preminger plays the Nazi Commandant to the hilt, while Sig Ruman as his side-kick turns in a top performance.

Suspense is built up and maintained throughout the 120 minutes with the plot revolving around attempted escapes, the discovery of a spy posing as an American, the defiance of the prisoners, and the struggle to keep alive and sane.

"Stalag 17," based on the play written by Donald Bevan and Edmund Trzcinski, enjoyed a long run on Broadway. It should be equally as popular in motion picture theatres.

Others in the cast include Richard Erdman, Peter Graves, Neville Brand, Michael Moore, Peter Baldwin, Robinson Stone, Robert Shawley, William Pierson and Gil Stratton, Jr. The screenplay was written by Wilder and Edwin Blum, while William Schorr was associate producer.

Running time, 120 minutes. General audience classification. For July release. MURRAY HOROWITZ

Berger Reelected

(Continued from page 1)

vanced admissions as killing off the small independent exhibitors. Mantzke and Burke urged renewed organizational efforts as the only answer to the problem. Only a few exhibitors commented from the floor although all distribution representatives had been asked to leave before the start of the symposium on film buying practices.

The convention also reelected Earl Peaslee of Stillwater as first vice-president and Reno Risch of Appleton, Wis., as second vice-president. Al Lee, Minneapolis, was elected secretary, succeeding Jack Wright of Red Wing, Minn., and Sim Heller of Grand Rapids, Minn., was named treasurer, succeeding James Zien of Grand Rapids. New directors include Bill Clark of Mitchell, S. D.; Heller; Mantzke; Charles Rubenstein, Minneapolis, and Clarence Quincer, Wadena, Minn.

Resolutions adopted include one authorizing Stanley Kane, NCA executive counsel, to take legal steps in cooperation with national Allied to combat the pre-release and advanced admission policies "bedeviling the industry." NCA also extended honorary directorships to Clem Jaunich, Ben Friedman and Risch, veteran exhibitors, who have been incapacitated by illness. Resolutions also recognized the services of members of the senate and the house from Minnesota and North and South Dakota for their services in behalf of the Mason Bill and Senators Hubert Humphrey (D.) and Edward Thyne (R.) of Minnesota for their work with Senate Small Business Committee.

Get 20 Rank Films

(Continued from page 1)

with color in Technicolor. Stewart Granger is featured in three; there are two with James Mason; two with Jean Simmons; two with Michael Redgrave; two with Glynis Johns; three with Joan Greenwood; four with Dennis Price and 5 pictures with Margaret Lockwood, all of these personalities being spread through the casts of the 20 pictures.

The pictures were previously released through Universal, Eagle-Lion, United Artists and 20th Century Fox.

The first two, now available, are "Caravan," featuring Stewart Granger, and "Hungry Hill" a Daphne Du Maurier story featuring Margaret Lockwood and Jean Simmons.

Mayer-Kingsley

(Continued from page 1)

financing to British producers to tide them over a period during which private financing was not available to them. The statutory life of the organization expires next March 8 and its future thereafter is being studied now by the British Board of Trade. N.F.F.C. has lost £1,400,000 to date and has about £4,000,000 in loans outstanding.

Group 3 was organized by J. H. Lawrie, head of N.F.F.C., to give a production opportunity to novitiate directors and technicians. Of the two other groups formed, one worked through the J. Arthur Rank Organization, and the other through A.B.P.C. Both Rank and Associated British have now withdrawn from the scheme.

Group 3, Baker said here, has completed nine films in 18 months. Two of them, "Brandy for the Parson" and "The Brave Don't Cry," were released here through Mayer-Kingsley. It has three other completed pictures, four in work and two in preparation.

Under the agreement reached between Baker and Mayer-Kingsley, a mutually selected number of the Group 3 productions will be taken by the latter as they are completed for distribution here.

Industry History

(Continued from page 1)

Artists. George Jessel will appear in the film and do the narration, it was stated. Clips from films made in England, France, Italy and Russia, in addition to the United States, will be utilized. Shooting of the scenes highlighting Jessel will begin here in June, Greshler stated.

The producer also disclosed that he has acquired releasing rights in the Western hemisphere for "Emergency Call," a British film starring Anthony Steel, Jack Warner and former lightweight champion Freddie Mills.

U.A. Accelerates

(Continued from page 1)

lish-language film, to be released June 5; "The Twonky," a science-fiction film, written, produced and directed by Arch Oboler, June 10; "Genghis Khan," June 12; "The Neanderthal Man," June 19, and "The Marshal's Daughter," Ken Murray's Western musical, June 26th.

National Pre-Selling

"MOULIN ROUGE," the picture that broke the long-run record here at the Capitol Theatre, beating "Gone With the Wind's" run, is represented with a striking full color page ad in the current issue of *Life*.

In reviewing "Shane," *Look's* reviewer reports in the current issue that George Stevens "has performed the near miracle of freshening up familiar prairie folklore by sensitively making his characters real and understandable human beings instead of the usual symbols of virtue and evil." Eleven production set stills are used to illustrate the review.

Ruth Harbert takes the readers of the May issue of *Good Housekeeping* on the production sets of "Young Bess," "Titanic," and "The Glass Wall." Interesting and intimate interviews are recorded with the stars of these movies, Barbara Stanwyck, Clifton Webb, Vittorio Gassman, and Charles Laughton.

Donald O'Connor, according to Ethel Merman, is "the biggest thing to hit show business in 25 years," reports Liza Wilson in the May 3 issue of *American Weekly*. Miss Wilson says that Donald's mother taught him to sing, dance, read, write, and also the social graces. Donald's mother was a former circus bareback rider and vaudevillian. His latest movie, "Call Me Madam," co-stars Miss Merman.

Elsa Maxwell's biography will be published in *Woman's Home Companion* starting in the September issue. Elsa was born in an opera box in Keokuk, Iowa during the early days of silent films.

She met and entertained Hollywood stars and celebrities in the studios and in their homes. It should make interesting reading.

Louella Parsons wrote a revealing one page biography of Ann Sothern for the May 10 issue of *Pictorial Review*. Ann's most recent film is "The Blue Gardenia," now playing here at the Palace.

"Fun in Hollywood" is the caption Wade Nichols, editor of *Redbook*, used in the May issue for a two-page spread of candid camera shots taken at the annual *Redbook* award dinner held at the Bel-Air Hotel on the Coast.

Among the scenes taken while the participants were not aware of being photographed were Jerry Lewis dancing with Marge Champion and Jeanne Crain apparently telling her husband which horse is most likely to win the fifth race at Santa Anita on the following day.

Marilyn Monroe is *Cosmopolitan's* cover girl for May. Marilyn as a cover girl is not news but this one is striking. The cover story is illustrated by some photographs of Marilyn never before published.

Also in this issue is a profile of Jean Arthur. She was awarded the *Cosmopolitan* movie citation for May for her splendid acting in "Shane."

WALTER HAAS

In the THEATRE Equipment World . . . with RAY GALLO

A LINE OF ELECTRICAL and mechanical projector interlocks, designed to equip virtually almost all types of drives for the showing of third-dimensional films, has been announced by the Ballantyne Co. of Omaha. For soundheads other than the company's own, a universal mechanical unit has been designed with a gear box and silent timing linkages. Ballantyne Model 6 and 9 "Sound-master" soundheads can be obtained with mechanical interlocks integrated and instant disconnects built into the units. The electrical interlock uses selsyn motors with silent timing linkages. All the new interlocks feature side mounting of the equipment, which is designed to prevent the need to move projectors and bases.

A new automatic hand dryer which also contains a built-in deodorizing system has been developed by the American Dryer Distribution Corp., Philadelphia. Called the "American Dryer," the unit has a General Electric ozone system designed to destroy objectionable odors in washrooms. Housed in a porcelain and chrome cabinet, the dryer has a nozzle which revolves on a 360° cycle and thus may also be used for face drying.

To clean rubber matting and other types of floor coverings, the American Mat Corp., Toledo, has developed a new cleaning compound. Trade-named the "Amateo Rubber Mat Cleaner," the new product is in powder form and is sold in five-pound packages. It will safely and rapidly clean rubber of all types and colors as well as linoleum, terrazo, vinyl, asphalt tile, enameled and painted surfaces and wooden floors, the company reports.

A new line of interchangeable letters of plastic-ceramic composition, designed for signs and displays, has been introduced by the Hernard Manufacturing Co., Yonkers, N. Y. The letters have a smooth white tile-like finish which may be colored with paint, lacquer or show card color. They are available in a wide range of styles and sizes, including 14 upper-case and eight lower-case styles.

Individually produced photographic murals for mounting on the walls throughout a theatre in such areas as the foyer, lounge, cry room and behind the refreshment stand, are now being supplied by Photomammoth Murals of North Hollywood, Cal. Murals smaller than 4-by-10 feet are permanently pasted on Masonite panels. Those over that size are mounted on half-inch Homosite board. The company has a wide variety of scenes in stock which can be made to specified size. A catalog is available.

See Management Victory

(Continued from page 1)

ing was not in evidence. Although there were times during the debate on the question when it looked as if the expected "fireworks" would break out, the meeting was comparatively serene on the basis of comparison with other stockholders meetings.

The indication that 20th-Fox may have a majority of votes on its side stemmed from the fact that management did not contest many of the proposals advanced by Herbert Einhorn, Green's attorney, and by Green himself. At one point Einhorn wanted to file his proxies alphabetically and the only objection was the time element. It was agreed, however, that nobody but the judges would see the ballots and that no ballots dated after May 6 would be counted on either side. In order to carry the resolution for the change in by-laws, 20th-Fox management must receive approximately 1,385,000 votes.

Unconfirmed reports tonight indicated that the company had between 1,700,000 and 1,800,000 votes on its side to date. This would probably mean that the final tabulation would be well over the required number to carry the by-law change resolution. Fourteen persons voted on the question in person, representing 22,000 shares.

The proxy solicited by the management involved two questions: (1) for or against the elimination of cumulative voting; and (2) the approval of a resolution for directors proposed by management and by Green, the latter to be voted on at the regular May 19 meeting. It was agreed that the judges would tabulate only that portion of each proxy dealing with the by-law change with the other part sealed so that neither management nor the Green group could see how stockholders leaned as to directors.

The chairman of today's meeting was Aaron Finger, a Wilmington attorney. The judges of election were Edward Steele and David Anderson,

also local lawyers. They were not challenged by Green, but there were serious objections to the appointment of alternates.

In the debate on the by-law issue the speakers at times wandered from the point. Clashes of personalities were avoided by narrow margins and by diplomacy on the part of the chairman.

Speaking in favor of management were Harry Brandt, Max A. Cohen and John Ferris, the latter representing Texas stockholders. There were also a number of minority stockholders who sided in with the company. Opposing management among others was John Munro, an investment broker who criticized some tactics in the proxy fight.

Morton Thalheimer, Richmond, Va., exhibitor, told the stockholders that 20th-Fox, like all other companies, was going through an "industry revolution" but that with the new technical developments the public would be flocking back to the theatres. He said that to change management now would be financial suicide and disastrous for stockholders.

The recessed meeting on Friday probably will be just a formality with only a few lawyers and representatives of the company on hand. Counting of the ballots will start tomorrow morning. As more than 23,000 individual documents are to be examined it appeared to some that the complete tabulation would not be finalized by Friday afternoon. In that case the meeting will be adjourned.

Approximately 150 persons attended the meeting. Aside from Brandt and Cohen others from New York who have been supporting management in the contest were Charles Schlaifer, Mike Todd, Matty Fox, Christy Wilbert and Jake Starr of Artcraft-Strauss.

Representing management were Spyros Skouras, Don Henderson, Otto Koegel, W. C. Michel, L. Sherman Adams, Norman Steinberg and Charles Einfeld.

Urges End of U.S. Propaganda Films

HOLLYWOOD, May 5.—Eugene W. Castle, formerly president of Castle Films and now an investment banker in New York, called here yesterday for the elimination of films produced by the Federal Government for propaganda purposes in foreign countries.

Declaring that it would save taxpayers "millions of dollars," Castle, who is here on a visit, said that regular films "effectively sell America because they are not propaganda."

\$43,000 for 'Wax' in Five Days in Boston

BOSTON, May 5.—"House of Wax," in its first five days at the Metropolitan Theatre here established a new house record for the theatre in a non-stage-show program, by taking in \$43,000. Of this amount, \$23,000 was collected on Saturday and Sunday. The film will remain at least three weeks.

Get the Cerebral Palsy Campaign Trailer at Your N.S.S. Exchange.

3-D Makes Mexico Loan-Conscious

MEXICO CITY, May 5. — Three-dimension pictures impending for Mexico have prompted the trade's own bank, the semi-official Banco Nacional Cinematografico, to proceed with still more caution in financing production because its chief, Eduardo Garduño, fears that by 1956, conventional films will be scarce.

For some time, the bank has held to minimum loans for producers. But, Garduño stresses that despite the situation arising from the latest in cinematography, Mexican production must not be allowed to be suspended. The bank, he revealed, is closely watching 3-D developments in the U.S. He indicated that the bank's policy will be largely guided by the way 3-D things go North of the border.

Home from a 3-D inspection visit to Hollywood, Manuel Espinosa Iglesias, prominent producer, exhibitor and studio operator, said Mexico must be in the vanguard regarding 3-D. He announced that his studios at San Angel Inn, a local suburb, will be fully equipped for handling 3-D and that his theatres are being equipped.

A special screen is being installed in the Real Cinema, local first-run, for the exhibition of United Artists' "Bwana Devil." It will be 3-D's introduction to Mexico.

Exhibitors here face another 3-D problem. Pedro Tellez Vargas, leader of section one (theatre attaches) of the National Cinematographic Industry Workers Union is demanding an extra \$1.15 daily for projectionists who will handle 3-D equipment because, he contends, the increased responsibility and trouble in manipulation warrants higher pay.

Allow No Price Rise For Mexican 3-D

MEXICO CITY, May 5.—Three-dimensional pictures must play here at the ceiling price of 46 cents but exhibitors will be allowed to charge each patron 17 cents for the necessary spectacles, the Municipal Amusements Supervision Department has ruled here. Three-dimensional operators wanted to charge 69 cents, including glasses. The department indicated that it considers 69 cents too much to view any film here, even with spectacles.

Meanwhile local exhibitors have decided to accept the 46-cent ceiling price established last December by the department in forcing an admission charge reduction of 20 to 35 per cent, announced Cesar Santos Galindo, newly-elected president of the National Cinematographic Industry Chamber. But, he stressed, the Chamber is campaigning for authorization for a 57-cent charge on Sundays and when there are premieres of pictures. Exhibitors, he revealed, have concluded that the 46-cent price for first-runs tends to be of some advantage to them because it induces patrons to attend during the week instead of on Sundays only, with consequent congestion.

Roxy Dividend

The New York Roxy Theatre, Inc., has declared a quarterly dividend of 37½ cents per share on outstanding preferred stock, payable June 1 to stockholders of record on May 15.

MGM Starts National 'Bess' Museum Tour

A traveling museum featuring reproductions and accessories used in M-G-M's "Young Bess" has begun a two-month, 65-city national tour on a 58-foot trailer. The exploitation stunt precedes 60 nationwide openings late this month of the picture and is similar to the promotions conducted by the company earlier on behalf of "Plymouth Adventure" and "Million Dollar Mermaid."

"The Queen Bess Theatre on Wheels" will be preceded by local publicity and tie-ups as it covers the country from the East, to the South, West and Mid-West, in that order from now to early July.

Name Steve Van Roekel

LOS ANGELES, May 5.—Steve Van Roekel has been appointed general sales manager of the Stephens Manufacturing Corp. of Culver City, it was announced by Robert L. Stephens, president. The company manufactures high fidelity sound equipment.

Great pictures built LIFE's great audience!



LIFE's great audience can build your pictures!

All it takes is the LIFE audience to build the takes of theatres in city after city across the nation. For example:

Market Areas	Total Theatre Seating Capacities†	LIFE's Single-Issue Audience*
Akron	31,740	95,320
Atlanta	40,070	89,560
Bridgeport	48,478	151,550
Fresno	20,729	46,130

*From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc.

†From *1952 Year Book of Motion Pictures*.



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MOTION PICTURE DAILY

Accurate
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Impartial

VOL. 73. NO. 88

NEW YORK, U. S. A., THURSDAY, MAY 7, 1953

TEN CENTS

Bidding Trend Downward in Last 6 Months

Sales Executives Note Tapering Off of System

A definite tendency by exhibitors to veer away from competitive bidding during the last six months has been noted by some sales executives. The indications are, it was said, that competitive exhibitors in many areas are "getting together" on their selection of pictures and deciding among themselves which films they will book without resorting to bidding.

It has been noted, one sales manager said, that in some cases, after a period of bidding activity, the requests to bid "break out all over again," signifying that the exhibitors have had a controversy among themselves. Then, after another period, the bidding will diminish again.

The percentage of reduction in bidding could not be determined, but the tendency to taper off on the practice has been noticed sufficiently to indicate a trend, the executives said.

Philippine Market Widening: Conde

Motion picture production in the Philippines is on the upbeat, and the market for pictures made in the Islands is widening, in the opinion of Manuel Conde, producer, director and star of the Philippine-produced, "Genghis Khan." Conde, here to discuss plans for the release of the film with executives of United Artists, pointed out that the 500 film houses in the Islands are prospering, many of them opening at seven o'clock in the morning.

Philippine producers turn out approximately 100 features a year. Conde said that in the past, these

(Continued on page 2)

Cottone to Leave FCC Tomorrow

WASHINGTON, May 6. — Federal Communications Commission general counsel Benedict Cottone is resigning effective Friday. He will enter private practice here with the firm of Lucas and Thomas, headed by former Senate Majority Leader Scott Lucas. Cottone was general counsel during the color television, AB-PT merger, theatre television and other recent major FCC proceedings.

14 Directors Up For Reelection at Para. June 2 Meeting

WASHINGTON, May 6.—The reelection of the 14-man board of directors of Paramount Pictures was proposed by management today in its proxy statement filed here with the Securities and Exchange Commission. The annual meeting, it was stated, will be held in the Paramount Building, New York, on June 2.

Y. Frank Freeman, according to the proxy statement, was the highest paid officer of the company, earning \$127,500 as vice-president in charge of production in the fiscal year ended Jan. 3, 1953. Barney Balaban, president, earned \$125,200.

Earnings of other officers for the same period follow: Austin C. Keough, vice-president, \$91,000; Adolph Zukor, chairman of the board, \$78,000; George L. Weltner, president of Paramount International Films, Inc., \$54,600; Fred Mohrhardt, treasurer, \$44,200; Paul Raibourn, vice-president, \$46,800. It was noted that Edwin Weisl as a director earned \$5,000 and the law firm of Simpson Thacher &

(Continued on page 2)

Herbert Griffin Dies on the Coast

LOS ANGELES, May 6. — Herbert Griffin, vice-president and director of International Projector Corp. and a pioneer in projection engineering, died here today.

Griffin, who was born in England, came to this country early in 1900, and became a charter member of Projectionists' Local No. 306 in New York. In 1913 he joined the Nicholas Power Co., New York, projector manufacturers. Taking leave from the company in 1918, he went to Russia as head of motion picture equipment for the YMCA.

Rejoining Power in 1919, he became sales manager, and upon consolidation in 1926 of that firm with the Simplex Projector Co. to form the International Projector Corp., he was named vice-president. He was a founder of

(Continued on page 2)

New Firm to Clean 3-D Spectacles

ALBANY, N. Y., May 6.—Steriloptics, Inc., formed to deal in electric and ozone sterilizers for 3-D polarizing spectacles, has registered a certificate of incorporation here.

The corporation will have its headquarters in New York. It is headed by Herman Goldstein, who developed the machine for cleansing throw-away polarizing spectacles.

'Surprise' Set for RKO Circuit' Holders

A "surprise" event in the form of the unveiling of a technical innovation in exhibition awaits stockholders of RKO Theatres Corp. at their annual meeting, to be held in the RKO 86th Street Theatre here this morning. Company officials, in the interest of maintaining the element of surprise for the meeting, declined yesterday to divulge details.

The meeting in other respects is expected to be routine, with all present directors being reelected, and a vote taken on management's stock option plan.

RKO Radio Annual Stockholders Meet Is Set for June 3

The annual meeting of RKO Pictures' stockholders has been set for June 3 at Dover, Del. Reelection of present directors will be proposed in the company's proxy statement, now in preparation.

The statement is scheduled to be submitted to the Securities & Exchange Commission today or tomorrow in the hope that it can be cleared and mailed around May 16.

The company's annual report for last year, also in preparation, is expected to be made public about May 18. Financial quarters expect the report to show losses in excess of \$5,000,000 for 1952, which might have been more except for substantial foreign receipts received near the end of the year. In the preceding year the company had a net of \$334,627.

Sues N.Y. Censors on Drug Film License

Suit to compel the New York State Board of Regents to issue a license for the exhibition of "Teen Age Menace" has been instituted in the supreme court at Albany by Broadway Angels, Inc., Wallace Garland, president, said yesterday.

Garland said that the Board of Regents, the state film censor body, in refusing to license the film, which treats of the juvenile drug addiction problem, had held that the picture "would incite to crime, is immoral and would tend to corrupt morals." He said the film had been endorsed by the Federation of Protestant Welfare Agencies and the James Weldon Johnson Community Center.

WB Has A Wide Screen; Sets 44 Features

Going All Out with New Media in Production

What were described as "revolutionary developments" in motion picture production, including the heretofore unannounced wide-screen

WarnerScope process and the use of 3-D photography augmented with the WarnerColor process and WarnerPhonic sound, will characterize future production at Warner Brothers studios, Jack L. Warner disclosed yesterday in Hol-



Jack Warner

lywood in announcing an all-media

(Continued on page 3)

S.C. House Names 9 Firms in Trust Suit

Nine distributing companies were named in a \$2,225,000 anti-trust suit filed in New York Federal Court yesterday by the Carver Theatre Co. of Rock Hill, S. C., operating the Carver Theatre in that city. The Carver is for colored patrons exclusively.

It is charged in the complaint that the Carver has been forced to play pictures as late as one year after other theatres even though the competition houses in many cases did not request such clearance. It is claimed that the Stevenson circuit, which operates two theatres in the area, and the Robert Bryant circuit, also operating two

(Continued on page 2)

Mexico Sees Its 1st 1953 3-D

MEXICO CITY, May 6.—Third-dimension exhibition began in Mexico this week with Eagle-Lion's premiere of United Artists' "Bwana Devil" at the Real Cinema here. The theatre had the longest line in its history, men, women and children standing two abreast for three blocks. But neither the management of Eagle-Lion or that of the theatre is very enthusiastic. They attribute most of the

(Continued on page 2)

Personal Mention

F. J. A. McCARTHY, Universal Southern and Canadian sales manager, is due to leave here today for Cincinnati.

GEORGE STEVENS, producer-director, who returned here from Philadelphia yesterday, will leave for Pittsburgh Monday. After stopoffs in the Southwest, he will return to Hollywood on May 16.

CHARLES BOASBERG, RKO Radio general sales manager, who has been ill the past five weeks, is due to return to his desk here on Monday.

WILLIAM Z. PORTER, Allied Artists home office field representative, has arrived in Des Moines from Hollywood.

PAUL GORDON, chief of production of the European Television Corp., has sailed from here for Europe aboard the *S.S. Queen Elizabeth*.

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, has returned to Hollywood from Salt Lake City, Utah.

MIKE SIMONS, assistant to H. M. RICHEY at M-G-M, will attend the Allied of Iowa and Nebraska at Des Moines Tuesday and Wednesday.

MILTON RACKMIL, Universal president, and **AL DAFF**, executive vice-president, will leave New York today for meetings at the Coast studio.

BARNEY BALABAN, president of Paramount, will sail tomorrow for Europe on a combination business trip and vacation.

LEONARD LEWIS of Loew's real estate department has become engaged to **RUTH WOILER**.

ISIDORE LINDENBAUM, president of Filmcraft Productions, has returned to Hollywood from New York.

Free Stage Act with Grantland Rice Film

Theatres in the East and Midwest are being offered a no-cost stage act by golfdom's champion trick-shot artist, **Paul Hahn**, star of Paramount's new Grantland Rice Sportlight short subject, "Wizard of the Clubs," Oscar Morgan, Paramount short subjects sales manager, disclosed.

Hahn's act will be made available to theatres in cities and towns near golf clubs he will visit on his impending Eastern and Midwestern tour.

\$5,000 Opening for 'Second' in Denver

DENVER, May 6.—A gross of \$5,000 was reported for the world premiere of "Split Second" here today at the RKO Orpheum Theatre. Director **Dick Powell** and stars **Stephen McNally**, **Alexis Smith** and **Arthur Hunnicutt** made personal appearances.

Reviews

"The Vanquished"

(Paramount)

THIS production venture of William Pine and William Thomas is a splashing action drama, with color by Technicolor, and set against a background of post-Civil War. The film is enhanced by a good flow of action and a large cast that includes John Payne, Jan Sterling, Coleen Gray and Lyle Bettger.

As the story opens, a small Southern town is being squeezed in the corrupt grip of Bettger, a post-war civil administrator. Local citizenry is in a helpless furore over the exploitation of the administrator. This is the setting into which Payne, a Southern officer returns. To the surprise of his friends and neighbors, Payne casts his lot with the civil oppressors, justifying his action with the claim that adjustments to new times must be made.

Among those whose bewilderment and disfavor Payne incurs is Miss Gray, a childhood sweetheart of his. To add something of a romantic triangle to the story, Winston Miller's screenplay has Bettger's aspiring girl, Miss Sterling, cast covetous eyes upon Payne.

Presently Payne goes to work as a tax collector for Bettger. However, in time it is learned that Payne is actually working for the citizenry, and in an undercover move, gets the Inspector General's office to send an investigator. Forthwith, Bettger kills the investigator and plants evidence to incriminate Payne. Payne is wounded but once healed, he sets out to expose the villainy. By this time Miss Gray not only understands him, but loves him, again. Edward Ludwig directed.

Others in the cast are Willard Parker, Roy Gordon, John Dierkes, Charles Evans, Ellen Corby, Ernestine Barrier, Russell Gaige, Leslie Kimmell, Voltaire Perkins, Sam Flint, Freeman Morse, Richard Shannon, Karen Sharpe, Howard Joslin, John Halloran and Harry Cody.

Running time, 84 minutes. General audience classification. For June release.

"A Slight Case of Larceny"

(Metro-Goldwyn-Mayer)

A COMEDY that bases its humor on situations, mostly slapstick in nature, has been turned out by M-G-M in this film, which features Mickey Rooney, Eddie Bracken, Elaine Stewart and Marilyn Erskine. At times it is fun and should please those who delight in seeing their heroes suffering the wrath of a gasoline pipeline spraying its contents on all concerned.

Rooney gives a competent performance as the cocky little fellow who makes a living in pennies but dreams and talks of a business to equal Rockefeller's. Bracken is perfectly cast as the fall guy who is the willing victim of all Rooney's schemes. The stuttering, coughing, screaming and exhausting Bracken portrayal cannot help but bring forth some smiles.

Fresh from a publicity build-up, Elaine Stewart, the attractive young Miss who scored in the "Bad and the Beautiful," is pleasing but somewhat too tall to be a convincing Rooney heartthrob. Miss Erskine does a neat job as the wife of the blundering Bracken.

The title is derived from the illegal tapping of a gasoline pipeline by the boys which makes their gas station business a financial success but leads to them running afoul of the law. This idea of Rooney's makes it possible for the boys to charge the lowest prices for gas and win a price war. But the inevitable takes place to ruin their business—someone drops a match near their open tank and the business blows up in their faces.

Don Weis, director, and Henry Herman, producer, manage to keep the screenplay by Jerry Davis moving along nicely by placing emphasis on the abilities of the performers rather than on the basic story.

If you have an audience that enjoys one of those old fashioned runaway brakeless car sequences, this picture has a dandy. Bracken and Rooney play this scene for all its worth in chuckles. All in all, it's a happy little picture.

Others in the cast include Douglas Fowley, Robert Burton, Charles Halton, Henry Slate, Rudy Lee and Mime Gibson.

Running time, 71 minutes. General audience classification. Release date, June 5.

MGM to Complete 25 by August 31

HOLLYWOOD, May 6.—Metro-Goldwyn-Mayer will have at least 25 pictures completed in the current fiscal year ending August 31, in addition to the 34 productions announced in preparation for production during the next 18 months. This future program will feature M-G-M's wide-screen process and stereophonic sound.

MGM in Giants Tieup

The 1953 New York Giants' Year Book devotes a two-page spread to off-stage "shots" of M-G-M personalities and members of the Giants

Screen Publicists Ball Here May 14

The Eastern Screen Publicists Guild will hold its first "Movie Page Ball" on Friday evening, May 15, in the Park Sheraton Hotel.

The press agents will stage a satire on the film industry. Another feature of the ball will be the presentation of awards for achievements in film publicity and advertising.

team, taken during spring training when the Giants cooperated in the production of the baseball film, "The Big Leaguer." This is said to be the first time such space has been given to a film company.

Para. Meet

(Continued from page 1)

Bartlett, of which Weisl is a partner, was paid \$52,500 in fees for legal services during 1952.

Included in the remuneration for Balaban was an expense allowance of \$21,200, while Raibourn drew \$7,800 for expenses and Weltner \$2,600. Under the pension plan, the proxy statement disclosed, the following officers are entitled to the following annual pensions: Balaban, \$40,000; Freeman, \$10,797; Keough, \$5,925; Mohrhardt, \$2,942; Raibourn, \$2,490; and Weltner, \$638.

The management slate of directors includes: Balaban, Freeman, Keough, Mohrhardt, Raibourn, Weisl, Weltner, Zukor, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl I. McClintock and Maurice Newton.

Philippine Market

(Continued from page 1)

have mainly been geared for a local market, but recently they have been well received in Malaya, Singapore and other Far East markets. "Genghis Khan" is said to be the first Philippine feature of international significance. Its Tagalog dialogue will be translated into 20 languages. For this country, an English narration has been provided by James Agee.

Conde plans to return to Manila shortly to begin work on his next project, with a Polynesian setting, called "Sarangani." He plans to shoot it in color in a wide-screen process.

Trust Suit

(Continued from page 1)

houses, have conspired with the distributors to prevent the Carver from obtaining pictures on any run, causing the Carver to suffer the loss of its lease to an exhibitor who took over the house from September, 1948, to April, 1951.

Named in the suit were Columbia, Loew's, Monogram (Allied Artists), Paramount, Republic, 20th Century-Fox, United Artists, Universal and Warner Brothers.

Herbert Griffin

(Continued from page 1)

the Society of Motion Picture and Television Engineers and its president in 1943-44.

He is survived by his widow, several children and a number of grandchildren.

Mexico Sees

(Continued from page 1)

record patronage to novelty curiosity. "Bwana" opened at the standard 46-cent price for local first class first runs.

Convention to See 'Ft. T'

DES MOINES, May 6.—A special convention screening of "Fort T" will be given at the meeting of Allied of Iowa, Nebraska and South Dakota and Mid-Central Allied here May 12-13.

44 Features

(Continued from page 1)

program for the company, covering 44 features through late 1954.

Highlighting Warner's statement is his emphasis on the full use of all of the latest developments in 3-D photography, color, sound and projection.

"World audiences may expect screen entertainment of a variety and design never before possible," the studio head said. "We have just begun to tap the enormous resources available for a vivid new approach to motion picture entertainment.

"Our Warner program has been charted to take fullest advantage of all the amazing scientific and technical advances. We will use wide-screen WarnerScope, three-dimensional and two-dimensional photography, WarnerPhonic sound and WarnerColor, and Technicolor wherever they are appropriate."

Wide-screen WarnerScope, announced for the first time in the statement issued yesterday, was described by Warner as a newly perfected process which has been in development by the studio through many years of research and experimentation. "It was brought to usable form early last Fall and since has been refined and perfected," it was stated.

Details at Later Date

"We will announce specifications and details at an early date when we are ready to present a demonstration for the press and exhibitors," the executive said. "In the meantime we are putting this process into practical operation for our forthcoming product.

"By maintaining flexibility we can assure superior results impossible with a hard and fast adherence to a single process or a fixed combination of processes," he stated. "Our research is continuing at a stepped-up pace. As other advances are perfected, they will find their proper place on this program. How these processes are used, singly or in combination, will be announced as productions near actual shooting time."

The pictures announced by Warner for the period between now and Sept., 1954, include the following productions made or to be made:

THE DESERT SONG, starring Kathryn Grayson and Gordon MacRae, directed by Bruce Humberstone and produced by Rudi Fehr.

THE BEAST FROM 20,000 FATHOMS, produced by Hal Chester and Jack Dietz, and directed by Eugene Lourie.

DIAL "M" FOR MURDER, to be directed by Alfred Hitchcock, from the London, New York, Chicago stage hit by Frederick Knott.

EAST OF EDEN, from John Steinbeck's novel, to be directed by Elia Kazan.

SOUTH SEA WOMAN, starring Burt Lancaster and Virginia Mayo, directed by Arthur Lubin, produced by Sam Bischoff.

MISTER ROBERTS, from the Josh Logan-Leland Hayward New York stage hit.

MISSISSIPPI WOMAN, from Tennessee Williams' original screen play, to be directed by Elia Kazan.

THE HIGH AND THE MIGHTY, current Book-of-the-Month Club selection by Ernest Gann, to be produced by Wayne-Fellows Productions, with William Wellman directing.

THE CHARGE AT FEATHER RIVER, starring Guy Madison and Frank Lovejoy, with Helen Wescott, Vera Miles, Dick Wesson, Onslow Stevens, directed by Gordon Douglas, produced by David Weisbart.

DIAMOND QUEEN, starring Fernando Lamas, Arlene Dahl and Gilbert Roland, produced by Frank Melford, with John Brahm directing.

SO THIS IS LOVE, the story of Grace Moore, starring Kathryn Grayson as Grace Moore, produced by Henry Blanke and directed by Gordon Douglas.

ISLAND IN THE SKY, starring John Wayne, with Lloyd Nolan, Walter Abel, James Arness and Andy Devine, in a Wayne-

Asides & Interludes

—by James Cunningham

OUR Society Editor is complaining, again. Seems there are too many plush socials and shindigs to cover; too many luncheons and dinners featuring chicken. He received invitations on the same day to sip champagne with the Magnificent Magnani—her first name is Anna—at a "Cocktail Party for the Press" in Le Chateau of New York's Savoy Plaza Hotel, and to attend a "Reception" for Paramount's Arlene Dahl and Fernando Lamas in the Gold Suite of the Sherry Netherland Hotel. More champagne. More little bittle sandwiches, with patty-four-grasses, and cheese crackers whose total diameter is less than a 57-cent postage stamp.

Our Society Editor is complaining because he saw on our desk this invitation:

THE PIG'S KNUCKLE SOCIETY and BUSINESS MEN'S ASSOCIATION, Inc.

J. McGUINESS, Chief Knuckle Head
C. FLAHERTY, Chief Knuckle Squirrel
E. J. POWERS, Chief Knuckle Scenter
W. N. MEHRHOFF, Indian Chief Knuckle
M. DelGIORNO, Chief Knuckle Toe Nails
A. MATZINGER, Chief Knuckle Kraut
Sauer
A. KASTIN, Chief Knuckle Hot Mustard

M. BYRNES, Chief Knuckle Skinner
H. EDERLE, Chief Knuckle Sucker
B. MAREK, Chief Knuckle Tester
M. SHEA, Chief Knuckle Shover After
H. MATZINGER, Chief Bowling Ball
Knuckle
L. GORDON, Chief Knuckle Buster

Dear Sir:

The Pig's Knuckle Society and Business Men's Association, Inc., will hold their second annual stag meeting on Saturday, at the Westchester Country Club, 3341 Country Club Road, at 2:30 P.M.

Members and all Knuckle Heads are invited. Pig's Knuckles, sauerkraut and beer will be served at the nominal fee of 2 and 1/2 knuckles.

Very truly yours,

JOHN McGUINESS, Chief Knuckle Head.

We gave our invitation to our Society Editor. The last we heard from him he was knuckling down.

★ ★ ★
Eastman Kodak paid, the other day, precisely \$9,086 to employee Irving Fellows of 5044 Ridge Road, Spencerport, New York, in line with EK's program to reward employes for ideas that reduce waste, cut costs, or improve business operations. Utopia.

★ ★ ★
Corn grows tall in Illinois.

The tallest corn-grower out that way is the shortest corn-grower, Irving Mack. He grinds grist for the mill, which comes out of the oven with the fancy title of *Mack-Aroons*. Have one, from Mack:

The man who spends today bragging about tomorrow, did the same thing yesterday. . . . You can take a day off, but you can't put it back. . . . You couldn't tell whether she was dressed for an opera or an operation. . . . There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper.

★ ★ ★
Some Thing-A-Ma-Jiggs: The scene in Paramount News No. 68 showing a gull flying around Los Angeles Harbor with an arrow through his middle, apparently as contented as the others in his flock. . . . The prediction by Hartford, Connecticut, exhibitor Martin Kelleher, in the Bridgeport *Herald*, that, "You won't find any theatre offering anything but 3-D pictures starting Oct. 4." Readers who need to know the precise hour on Oct. 4, will please contact Mr. Kelleher direct, at the Princess Theatre in Hartford. . . . The Bosley Corporation's new Set-O-Matic camera which Bosley says is "The Camera that Thinks for You." Imagine the strain that will be lifted from the thinkers of the West who are always thinking of those in the East who are always thinking of them in the West.

Fellows Production, directed by William Wellman.

THUNDER OVER THE PLAINS, starring Randolph Scott, Lex Barker and Phyllis Kirk, directed by Andre de Toth and produced by David Weisbart.

BLOWING WILD, filmed by United States Pictures, and starring Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn, produced by Milton Sperling, directed by Hugh Fregonese.

THE CITY IS DARK, starring Sterling Hayden, Gene Nelson and Phyllis Kirk, which Bryan Foy produced. Andre de Toth directed.

THE MOONLIGHTER, starring Fred MacMurray and Barbara Stanwyck, being produced by Joseph Bernhard, directed by Roy Rowland.

A LION IN THE STREETS, a William Cagney Production, starring James Cagney. Raoul Walsh directed.

BEGGAR'S OPERA, from John Gay's play, produced by Alexander Korda and Herbert Wilcox, with Laurence Olivier starred.

THE EDDIE CANTOR STORY, with Keefe Brasselle as Eddie Cantor and Marilyn

Erskine as Ida, produced by Sidney Skolsky, directed by Alfred Green.

HONDO, Wayne-Fellows production to star John Wayne.

MASTER OF BALLANTRAE, Robert Louis Stevenson's classic, starring Errol Flynn. William Keighley directed.

PLUNDER OF THE SUN, Wayne-Fellows production, starring Glenn Ford, Diana Lynn and Patricia Medina, produced by Robert Fellows, directed by John Farrow, photographed in the Aztec ruins of Zapotec.

So BIG, Edna Ferber's Pulitzer Prize novel, starring Jane Wyman, Sterling Hayden, Nancy Olson with Henry Blanke producing. Directed by Robert Wise.

CALAMITY JANE, combining the singing of Doris Day and Howard Keel and the dancing of Allyn McLerie, with William Jacobs producing and David Butler directing.

THE PHANTOM APE, inspired by Edgar Allen Poe's story in "Murders of the Rue Morgue."

HIS MAJESTY O'KEEFE, filmed in the Fiji Islands, starring Burt Lancaster and Joan Rice, produced by Harold Hecht, directed by Byron Hoston.

Name Pincus FPA Head

David Pincus of Caravel Films was elected president of the Film Producers Association of New York, replacing Peter Mooney of Audio Productions. Other officers elected were Walter Lowendahl of Transfilm, vice-president; Leslie Roush of Roush Productions, secretary, and Edward Lamm of Pathescope, re-elected treasurer. Mooney, Ralph Cohen of Screen Gems and Herbert Kerkow of Kerkow, Inc., were elected directors. Two new members were accepted, Depicto Films and United World.

Meanwhile, John Wheeler, FPA attorney, has left here for the Coast to represent the association in final negotiations with the SAG.

Stanley Hikes Prices

BALTIMORE, May 6.—A permanent boost in admissions at the Stanley Theatre here is now effective. The new prices will be 67 cents, plus 13 cents tax, a total of 80 cents evenings to replace the current 70 cents top. Mornings will be 37 cents, plus 7 cents tax, instead of 35 cents; matinees, forty-two cents, plus 8 cents, instead of 44 cents tops. Sundays and holidays will be 80 cents tops all day, an increase of 10 cents.

May Raise License Fees

BUFFALO, May 6.—License director Stanley P. Turkiewicz has filed with the Common Council recommendations for various increases in license fees and has suggested that vending machines and parking lots be licensed. In the recommended changes in the existing license-fee structure, the license director recommends no specific figure but points out that Rochester fees range from \$100 to \$900 compared with \$50 to \$175 here.

Broidy, Mirisch Due Here

HOLLYWOOD, May 6.—Steve Broidy and Harold Mirisch, president and vice-president, respectively, of Allied Artists, entrained here today for conferences with New York executives prior to the group's leaving for the company convention in Miami May 18.

THE BOY FROM OKLAHOMA, with Will Rogers and Nancy Olson, produced by David Weisbart, directed by Michael Curtiz.

THREE SAILORS AND A GIRL, musical comedy starring Jane Powell, Gordon MacRae, Gene Nelson, Sam Levene, Jack E. Leonard, George Givot, directed by Roy Del Ruth, produced by Sammy Cahn.

RIDING SHOTGUN, starring Randolph Scott and Joan Weldon, directed by Andre de Toth, produced by David Weisbart.

LUCKY ME, starring Doris Day, to be directed by Jack Donahue.

THEM, to be produced by Ted Sherdeman. A STAR IS BORN, which returns Judy Garland to the screen, with Sid Luft producing.

MADMOISELLE MODISTE, from Victor Herbert's operetta, to star Kathryn Grayson. REAR GUARD, from J. Warner Bellah's *Saturday Evening Post* story.

MAN O' WAR, to be produced by Sid Luft. GOWN OF GLORY, which Henry Blanke will produce, from the best-seller by Agnes Sligh Turnbull.

HELEN OF TROY, to be based on the old Homeric legend.

BLACK IVORY, from the Polan Banks novel. QUIETLY MY CAPTAIN WAITS, from the best-seller by Evelyn Eaton.

LAST TRAIN WEST, to star Alan Ladd.

SNOW COVERED WAGON.

BLUEBEARD AND HIS SEVEN WIVES, based on the Parisian underworld figure.

UNDER THE BIG TOP, to star Burt Lancaster, produced by Harold Hecht.

THE KNIGHTS OF THE CRUSADES, story of Richard the Lion-Hearted.

"HOUSE OF WAX"

IS PLAYING IN EVERY TERRITORY
IN THIS COUNTRY AND HAS
BEGUN ITS FOREIGN ENGAGEMENTS.
THE PUBLIC RESPONSE HAS
DEFINITELY PROVED IT THE
BIGGEST ATTRACTION IN WARNER BROS.
HISTORY. IT IS THE BEGINNING
OF A WONDERFUL NEW ERA
IN OUR INDUSTRY!



"HOUSE OF WAX" NATURAL VISION 3-DIMENSION COLOR BY WARNERCOLOR WARNERPHONIC SOUND

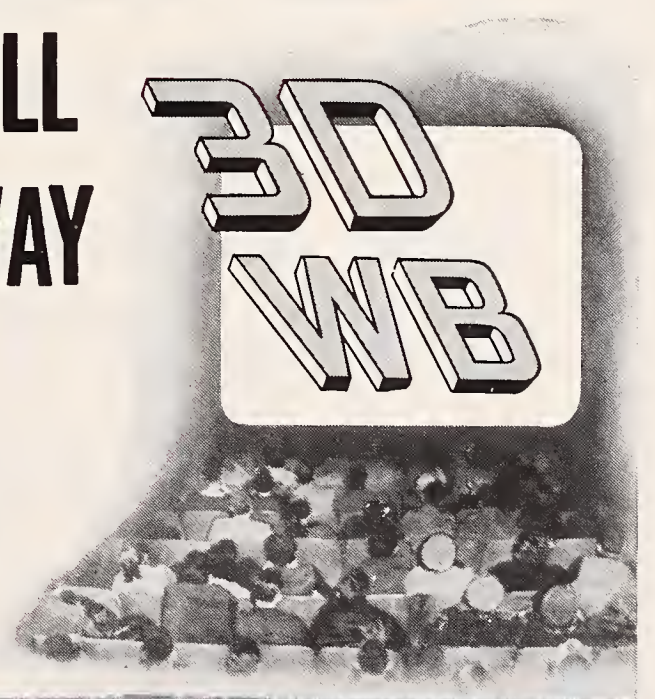
STARRING VINCENT PRICE • FRANK LOVEJOY • PHYLLIS KIRK • CAROLYN JONES • PAUL PICERNI • SCREEN PLAY BY CRANE WILBUR • PRODUCED BY BRYAN FOY • DIRECTED BY ANDRÉ DE TOTH

HOUSE OF WARNER!

THE NEXT WARNER BROS. PICTURE IN
3 DIMENSION, WARNERPHONIC SOUND AND
WARNERCOLOR IS THE HISTORIC ADVENTURE

"THE CHARGE AT FEATHER RIVER"

THE POWERFUL MANNER IN WHICH IT WAS
PRODUCED AND IN WHICH IT WILL
BE PROMOTED WILL IN EVERY WAY
MATCH THE HISTORY-MAKING
STANDARD OF 'HOUSE OF WAX'!



"THE CHARGE AT FEATHER RIVER" NATURAL VISION COLOR BY
3-DIMENSION WARNERCOLOR WARNERPHONIC SOUND
STARRING GUY MADISON · FRANK LOVEJOY · WITH HELEN WESTCOTT · VERA MILES · DICK WESSON · ONSLOW STEVENS · STEVE BRDIE
WRITTEN BY JAMES R. WEBB · Music by Max Steiner · PRODUCED BY DAVID WEISBART · DIRECTED BY GORDON DOUGLAS





Titanic in L.A.!

Titanic in Miami!

**And next week there'll
be Titanic business at
boxoffices everywhere
as TITANIC breaks in 327
day-and-date engagements!**

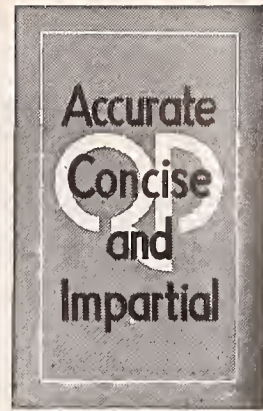
Produced by
CHARLES
BRACKETT



There's No Business Like 20 Century-Fox Business!



MOTION PICTURE DAILY



VOL. 73. NO. 89

NEW YORK, U. S. A., FRIDAY, MAY 8, 1953

TEN CENTS

20th's Proxy Count Result Ready Today

Observers Predict Big Victory for Management

WILMINGTON, Del., May 7.—The counting of proxies voted at the special meeting of 20th Century-Fox stockholders here on Tuesday can be completed late tonight or early tomorrow, and certainly in time for the announcement of the result at the adjourned meeting scheduled to resume here at 2:00 P.M. tomorrow.

Although no official information concerning the count has been permitted to leak out, experienced observers here are convinced that the management-proposed resolution to abolish the cumulative voting method of electing 20th-Fox directors will be approved.

(Continued on page 6)

\$10-Million Loss for RKO

Preliminary figures made public by RKO Pictures Corp. yesterday indicate a net operating loss for 1952, after all charges, of approximately \$10,200,000. The company also disclosed that an unaudited loss, after all charges, of approximately \$2,740,000 was incurred for the first quarter of the cur-

(Continued on page 2)

Senate Okays Unit To Study Taxes

Washington, May 7.—The Senate has passed a bill authorizing the creation of a special commission to study overlapping Federal, state and local taxes and other overlapping governmental programs. The commission was requested by President Eisenhower.

The House is expected to approve the measure later this month. The commission would consist of 15 members—five from the Senate, five from the House and five appointed by the President. It would have to submit its report by next March 1.

Allied Contends SBC Sensed Consent Decree Violations

PHILADELPHIA, May 7.—The remarks and comments of the Senate Small Business Committee during the recent Washington hearings on trade practices in the motion picture industry, reflect the committee members' views that pre-releases and advanced admission prices violate the consent decree in the Paramount case, national Allied has informed regional members in a bulletin issued by Abram Myers, general counsel.

Allied contends assertions by distributor representatives at the hearings, that exhibitors can charge any price that they want can be reduced to what Allied describes as a "flimsy" argument. The argument, Allied says, is this: "That the distributors can ascertain from an exhibitor what prices he intends to charge during the run of a particular picture and accept or reject the exhibitor's offer on the basis of the information so furnished without violating the injunction against granting any license in which minimum prices for admission are fixed by the parties in any manner or by any means."

Allied, in a summary of the Wash-

(Continued on page 2)

'Main Street' in 21 Cities on July 10

"Main Street to Broadway," the picture produced by Lester Cowan in association with the Council of the Living Theatre, will open in 21 cities on July 10. Twenty-five per cent of the picture's net profits will go toward the campaign to revitalize interest in legitimate theatres' "road" at-

(Continued on page 3)

Stanley-Warner in Talks for Cinerama Exhibition Control

A deal by which exclusive exhibition and distribution rights to the Cinerama wide-screen process would be granted to Stanley-Warner Theatres is under discussion, it was learned yesterday, as Cinerama's financial problems concurrently brought about the resignation from its board of Cornelius Vanderbilt Whitney, with the resignations of Merian C. Cooper and Tom Perkins, Whitney associates in Cinerama, likely to follow.

(Continued on page 3)

Arbitration Answer To Ills, Starr Says

OLD POINT COMFORT, Va., May 7.—Reiterating his statements made at the Senate Small Business Committee hearings in Washington, Alfred Starr, president of the Theatre Owners of America, said here today that relief from trade practice abuses lies not in legislation, nor in the courts, but

(Continued on page 2)

Hold 'Impressive' Show Of All-Purpose Screen

An impressive demonstration of 20th Century-Fox's all-purpose Miracle Mirror Screen, on which CinemaScope, 3-D and conventional films can be projected, was held here yesterday at the RKO 86th Street Theatre. The occasion was the annual meeting of RKO Theatres stockholders, who were treated to scenes from 20th-Fox's "The Robe," in CinemaScope, and Warner Brothers' 3-D "House of Wax."

It marked the first public demonstration of the all-purpose screen, which has been utilized by the RKO 86th Street Theatre for its conventional current film attraction since Monday. Stereophonic sound also accompanied the screen demonstration.

Charles Horseman, in charge of RKO Theatres maintenance, said the

screen measured 22 feet by 50 feet, covering the entire proscenium arch. He said the screen, manufactured by the Hurly Screen Co. for 20th-Fox, represents an improvement over the screen installed at the Roxy for the recent CinemaScope demonstration. His statement appeared to be borne out in the demonstration, with fewer lines discernible from the side during yesterday's demonstration. Horseman

(Continued on page 3)

See \$2-Million Conversion for RKO Theatres

Schwartz Tells of 3-D And Wide-screen Needs

By MURRAY HOROWITZ

Expenditures to convert theatres of the RKO circuit to 3-D and



Sol Schwartz

wide-screen projection and stereophonic sound may run well over \$2,000,000, Sol A. Schwartz, president, informed stockholders here yesterday at the company's annual meeting, held at the RKO 86th St. Theatre.

The RKO Theatres president estimated the cost per theatre at

(Continued on page 3)

RKO Theatres Earnings Up

A sizable increase in earnings for RKO Theatres for the first quarter of 1953, compared to the same period last year, was reported here yesterday by Sol A. Schwartz, president, at yesterday's stockholders meeting, held at the RKO 86th Street Theatre.

Schwartz said the estimated net

(Continued on page 3)

RKO Board Reelects Schwartz President

Sol A. Schwartz was re-elected president of RKO Theatres yesterday by the board of directors, following the stockholders annual meeting, held at the RKO 86th Street Theatre.

Other officers reelected were: William W. Howard, vice-president; Thomas F. O'Connor, vice-president and treasurer; William F. Whitman, secretary and general counsel; Harold E. Newcomb, comptroller.

Personal Mention

HARRY POPKIN and **MORT BRISKIN**, producers, will be aboard the *S.S. United States* when it sails from here for Europe today.

JACK CHISHOLM, Variety Clubs International press guy, will leave Toronto on Sunday for Mexico City to prepare for the opening of Variety's annual convention there starting May 18.

RENZO RUFINI, general manager of the Italian Films Export Rome office, will arrive in New York on Sunday.

CARL GENTZEL, M-G-M salesman in Cincinnati, is at the Bethesda Hospital there recuperating from a heart attack.

JOSEPH I. BREEN, Production Code Authority administrator, will leave here today for a European vacation.

WILLIAM PIZOR, vice-president of Lippert Productions, has returned here from a six-week tour of Europe.

CHARLES VIDOR, M-G-M director, will stop off here today en route to Hollywood from Paris.

500 Dates in South Set for 'Seven Seas'

Five hundred playdates in the South have been set for "Raiders of the Seven Seas" in a territorial saturation booking program that will launch the national release of the color in Technicolor film at the end of this month, it was announced by William J. Heineman, vice-president in charge of distribution of United Artists.

O'Donnell to Keynote AA Meet in Miami

HOLLYWOOD, May 7.—Robert J. O'Donnell will make the keynote address at the Allied Artists sales convention opening May 18 at the Roney Plaza, Miami, with "The Story of 3-D" as his theme. The Interstate Circuit head will detail his experiences with all new technical systems.

Edward Sedgwick Dies

LOS ANGELES, May 7.—Veteran film producer and director Edward M. Sedgwick died here today of a heart attack at the age of 60. He was senior officer of the Lucille Ball-Desi Arnaz Film Co. Sedgwick had come to Hollywood in 1913 and was with M-G-M for 33 years. He is survived by his widow, a daughter, two grandchildren, two sisters and his mother.

Griffin Services Today

HOLLYWOOD, May 7.—Funeral services for Herbert Griffin, vice-president and director of International Projector Corp., who died here of a stroke on Wednesday, will be held in Santa Monica tomorrow morning at Pierce Brothers Chapel.

Arbitration Answer to Ills

(Continued from page 1)

in an industry system of arbitration. Speaking at the annual convention of the Virginia Theatre Owners Association here, Starr said that the projected arbitration system must be "supplemented by a firm and aggressive Department of Justice policy."

"That's what TOA believes, and believing that, we shall not change our position of continuing to expend our energy and effort to the end of exhausting all avenues of possibilities of bringing an industry system of arbitration to fruition," Starr said.

Starr stated it was a pity that exhibitors have had to look outside of the industry for help, and, at a time which is not too far removed from another occasion when the industry ran to the government for help and has lived to see that help plague it.

As a witness at the Washington hearings, Starr told the convention that he testified that the "continued and unwarranted use of competitive bidding was making exhibitors' lives intolerable; that the demands for exorbitant film rental was compelling exhibitors to advance their admission prices, and that the pre-release system of licensing pictures was unfair, unjust and economically unsound."

Virginia MPTA Elects Officers, Directors

OLD POINT COMFORT, Va., May 7.—The Motion Picture Theatre Owners of Virginia completed its three-day convention here today with a near-record attendance of 250, augmented

by distributor and equipment company representatives.

Leonard Gordon of Newport News was elected president and Seymour Hoffman of Richmond was elected first vice-president. Second and third vice-presidents are, respectively, F. M. Westfall of Martinsville and Oliver P. Chandler, Jr., of Clarksville. Jack Rumsey of Covington and Morton G. Thalheimer, Jr., of Richmond were elected treasurer and secretary, respectively.

List Directors

Elected to the board of directors were J. K. Crockett, Virginia Beach; Gordon; Earl Westbrook and Jeff Hofheimer, Norfolk; Frank O'Brien, Richmond; Ben Somma, Highland Springs; Roy A. Richardson, Suffolk; O. P. Chandler; Westfall; John A. Lester, Wytheville; W. W. Grist, Jr., Lynchburg; Rumsey; Ellison Loth, Waynesboro; D. F. Aleshire, Luray; D. H. Covington, Ashland; Benjamin T. Pitts, Fredericksburg; R. G. Flannery, Jr., Richlands; R. P. Stuart, Pennington Gap; Wade Pearson, Arlington; Frank B. Stover, Alexandria.

Board members elected from the state at large are T. I. Martin, Culpepper; Syd Gates, Norfolk; Harold Depkin, Salem; T. E. Wilson, Crew; Sam Bendheim, Jr., Richmond; Sy Hoffman, Richmond; William Dalke, Jr., Woodstock; R. English; Alta Vista, and Hal J. Lyon, Franklin. Sidney L. Bowden, past president of Norfolk and Thalheimer are automatically on the board as past presidents.

To Preview 'Moon' Without Code Seal

United Artists has scheduled a preview showing of "The Moon Is Blue," the Otto Preminger-F. Hugh Herbert production which has been refused a seal of approval by the Production Code Administration in Hollywood, at Loew's 72nd Street Theatre here next Thursday night.

Preminger reportedly is appealing the refusal of a code seal to the Motion Picture Association board of directors. However, no meeting of the board is scheduled for the immediate future and indications are that none will be held before June.

Showing Today of NV Sound System

HOLLYWOOD, May 7.—Natural Vision president Milton Gunzburg and Kinevox president Len Roos will demonstrate a sound system, developed by Kinevox for exclusive distribution by Natural Vision Corp. for the press tomorrow at the Fairfax Theatre here.

Lind Interstate TV Sales Vice-President

HOLLYWOOD, May 7.—Interstate Television Corp. president G. Ralph Branton today announced the election of Lloyd Lind as vice-president in charge of sales. Lind was supervisor of all Allied Artists exchanges until joining ITC six months ago.

Allied Contends

(Continued from page 1)

ington hearings, heaped praise on Rube Shor, operator of the Twin Drive-in Theatre in Cincinnati, for his refusal to increase prices for the showing of "Peter Pan." The "Peter Pan" incident was an important segment of the SBC sessions, and Allied, in its summary, cites Shor for "standing up in the face of threats" and forcing the distributors' admission that "price agreements are unlawful and cannot be enforced."

The alleged offer by RKO Radio, following the Cincinnati controversy over "Peter Pan," to Shor whereby the distributor would receive 32 cents on each adult admission and 16 cents on each juvenile admission is described as a "cutie" by Allied. Whether this deal is being offered on a national scale is not known, but at the hearings, William Zimmerman, RKO Radio attorney, denied that the company's policy involved price-fixing.

It was suggested in the Allied summation of the hearings that a solution to the pre-release situation might be worked out whereby a picture given a pre-release engagement would be classed as a first-run date, the picture to be restricted from playing the same house on general release. Thus, a picture playing a pre-release engagement would be made available to subsequent runs at the conclusion of the first appearance in a key position. It was pointed out that most of the complaints on pre-releases came from smaller situations and not from first-runs.

Economic Hue In Ore. Area Is Very, Very Rosy

PORTLAND, Ore., May 7.—In spite of premature reports of gloom along Portland's Film Row, distributors are far from being in mourning. As a matter of fact, most of them are in a most optimistic mood, due to the arrival of the new extra-dimensional pictures, and the wild-fire growth of the huge drive-in theatre market. They are ideally suited to Oregon's mild climate.

Film executives declare there are more than 50 large drive-in theatres either in operation or under rush construction throughout the state.

For every closing of a downtown theatre, a 15-acre or larger drive-in theatre has been built in the area.

Not only do the huge drive-ins provide unlimited space for the extra-wide dimensional screens but it helps eliminate the parking and baby-sitting problems.

Nearly all new drive-ins in the area have elaborate play areas for youngsters, and in some cases entire meals are purchasable on the premises.

Loss for RKO Radio

(Continued from page 1)

rent year, ended April 4.

The company's annual report in detail will be completed and sent to stockholders within the next two weeks, in advance of the annual meeting of stockholders to be held in Dover, Del., June 3. The company reported net profit of \$334,627 for 1951.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

ALAN LADD **JEAN ARTHUR** **VAN HEFLIN**

in **GEORGE STEVENS'** production of

"SHANE"

color by **TECHNICOLOR** • A Paramount Picture
plus Spectacular **STAGE PRESENTATION**

3 DIMENSION NATURAL VISION
WARNERPHONIC SOUND
HOUSE OF WAX in person **XAVIER CUGAT**
AND HIS WORLD FAMOUS ORCH.
TULARA LEE
JOSEPHINE OEL MAR
4 STEP BROS.
FRANK LOVEJOY • PHYLLIS KIRK
PARAMOUNT TIMES SQUARE Midnight Feature

GET THAT EXTRA TOUCH of Showmanship
Get all your SPECIAL TRAILERS
'GOOD and FAST' From
1327 S. WABASH AV. CHICAGO
630 NINTH AVE. NEW YORK **FILMACK**

S-W-Cinerama

(Continued from page 1)

Whitney reportedly had offered to put substantial new money into Cinerama to provide it with production and exhibition working capital in return for new stock to be issued to him, equal to a half interest in the company. Cinerama directors rejected the Whitney offer, according to reports, because the new shares would have given Whitney control of the company at a price they regarded as inadequate. Whitney's resignation followed the rejection of his offer. New directors are scheduled to be elected here today. They will include replacements for Cooper and Perkins, should the latter two also resign.

Sale of exclusive contract rights to Cinerama to Stanley-Warner Theatres, of which Si Fabian is president, is said to be one of several alternatives being discussed by the Cinerama board and officers here in an effort to provide new working capital with which to carry on production and other expansion. While it continues to be one of the possibilities of meeting Cinerama's financial requirements, it was learned that alternative deals also are under discussion.

It was reported that the Stanley-Warner deal would be a contract arrangement, with no change in corporate structure or personnel of either company being involved. A merger of Cinerama and S-W appears to be out of the question because of the government decree, to which the former Warner Theatres are subject, prohibiting affiliation of the exhibition company with a production company. Warner Brothers was required to divorce the theatres from the production-distribution company by the decree.

Cinerama has leased the Warner Hollywood Theatre from S-W and the Warner Theatre on Broadway here for exhibition of its wide-screen pictures. Negotiations for the leasing of other Warner theatres by Cinerama have been under discussion and are understood to have led to the proposal for S-W to take over the exhibition and licensing rights to the process from Cinerama, Inc., the exhibition arm of Cinerama Production Corp., in return for the working capital needed by the latter.

Officials of S-W declined to comment on the developments yesterday.

Univ. Technicians Due Here Sunday

Morris Weiner, manager of Universal-International studios, and Stanley Horsley, head of the studio's special photographic department, who are responsible for the development of U-I's new wide-screen and directional sound process, will arrive in New York from Hollywood on Sunday to supervise the technical aspects of the installation of U-I's screen and stereophonic sound at Loew's State Theatre for the world premiere of "Thunder Bay" on May 19.

Weiner and Horsley will also aid in the promotion of the picture and the debut of the new giant screen and directional sound system through press, radio and television interviews and appearances. They will remain in New York through the premiere and the start of the regular run.

Get the Cerebral Palsy Campaign Trailer at Your N.S.S. Exchange.

See \$2-Million Conversion

(Continued from page 1)

\$25,000. Schwartz, whose circuit comprises 90 theatres—40 per cent of which are in the New York area—underlined the projected capital outlay to stress the need for ample working capital. The company, he added, "continues in a strong financial position" with a net working capital at the end of 1952 of \$9,600,000, an increase of \$1,162,000 over 1951.

The meeting of approximately 150 stockholders, which approved the reelection of the present board of directors and voted in favor of all of the management's resolutions, was highlighted by a demonstration of an all-purpose Miracle Mirror Screen. Scenes from 20th Century-Fox's "The Robe" in CinemaScope, and Warner Brothers 3-D "House of Wax" were projected. In addition, stockholders heard a report of increased earnings for the first quarter of 1953 as compared to the same quarter in 1952. Detailed reports on the quarterly earnings and the demonstration will be found elsewhere in this issue of MOTION PICTURE DAILY.

Following approval of the stock option incentive plan, the board of directors decided to purchase 150,000 shares of the company's stock on the New York Stock Exchange, at not more than \$4.50 per share. The current market quotation is about \$4 per share. The decision to purchase these shares was made in order to have the shares available in connection with the incentive plan, it was stated.

Schwartz told stockholders that the board has been considering plans for the reduction of the outstanding stock of the company, of making investments by purchasing television broadcasting stations and allied businesses, of expanding the number of theatres the company operates and of further reducing the long term debt. No final decisions, he added, have been reached on any of these matters.

On dividend policy, Schwartz said that during 1952, the company declared dividends representing 57 per cent of earnings. He expressed hope that dividend payments will continue to grow in size. The RKO Theatres president, in urging the reelection of all directors, stressed that the board has been working in "harmony," indicating the proxy battle staged last year by di-

rectors David J. Greene and A. Louis Oresman is a thing of the past.

During the meeting, a question on the incentive stock option plan disclosed many of the terms of Schwartz' new contract, signed a few months ago. The contract, extending the old agreement which still had a year to run, calls for a salary of \$1,500 per week for another four-year period. Under the old agreement, the RKO Theatres president also received \$1,500 weekly. The new contract also carries a provision which stipulates that if the contract is not renewed Schwartz shall be employed by the company as a consultant at \$30,000 per year over a five-year period, or upon his death \$150,000 shall be paid to his estate.

The new contract and the incentive stock option plan were scored by a delegate of Bankers Securities Corp., which claimed ownership of 70,000 shares. Opposing the stock option plan, he claimed present operations of the company do not warrant such a plan and stated that his company reserved the right to take any action it deems advisable if the plan is adapted, which it was.

Among those supporting the plan were stockholders Jay Emanuel, Philadelphia, head of the circuit bearing his name, Emanuel Frisch, executive treasurer of the Randforce Circuit, Leo Brecher, head of Leo Brecher Theatres, and Isadore M. Rappaport, a circuit owner of Philadelphia. They maintained that RKO Theatres' executives are comparably lower paid than executives of other theatre companies and the incentive stock option plan is needed for the welfare of the company.

Another stockholder said he will introduce two resolutions for approval at the next annual meeting governing the use of revenues from the sale of theatres and seeking a sliding salary scale for officers in relation to earnings. Schwartz, in response to a query, said approximately three per cent of total wages and salaries of the company is earned by officers.

The six directors were reelected by overwhelming majorities, in addition to the resolutions on establishing the stock option plan, the reduction of the authorized but unissued common stock from 8,000,000 to 4,500,000, and the provision barring the issuance of stock options without the approval of stockholders.

'Main Street'

(Continued from page 1)

tractions. This was revealed here yesterday at a reception in the offices of the Theatre Guild where progress on the campaign was reported.

It was pointed out that already the "road is jumping" because of the campaign, with 251 weeks of subscription performances and an advance sale of 185,000 tabulated to date.

M. A. Lightman of Memphis, president of Cinema Productions, producing organization for "Main Street to Broadway," has pledged exhibitors throughout the country to play the picture. The film will play in film houses in the 21 Theatre Guild subscription cities. Many of the stars of the cast will make personal appearances in connection with the openings.

RKO Theatres Up

(Continued from page 1)

profit for the period after all charges was \$325,361, against \$137,867 in 1952. Furthermore, said Schwartz, estimated earnings for April of this year are better than April of 1952.

The breakdown of the figures, issued following the meeting, disclosed that the net earnings for the 1953 first quarter included a profit of \$13,753 on sale of capital assets, before taxes. The profit on sale of capital assets for the same period in 1952 was \$7,264, it was stated. Profits from operations before deductions were \$1,041,695 for the 1953 period, against \$806,060 for the same period last year.

Regarding the profit outlook for the future, Schwartz said it is not certain whether "this rate of improvement will continue," noting that during the

'Impressive'

(Continued from page 1)

expressed the opinion that improvements will be made "with each batch made." The curvature, he added, is one inch per foot.

Both films, "The Robe," which filled the entire screen, and "House of Wax," which filled only a portion of it and required the use of polaroid glasses, received a round of applause from the estimated 150 attending stockholders. The screen, which is adjustable to any ratio within limits of its dimensions, reflected both films excellently. Horseman added that he expects the installation of such a screen in the circuit's Broadway Palace Theatre.

Circuit president Sol A. Schwartz, in an address before the demonstration, said the RKO 86th Street Theatre, which he classified as a first-run neighborhood theatre, would be utilized by the company for experimental purposes of new technological developments. He said RKO has ordered CinemaScope for several theatres and intends to order more.

Gloom Vanished

Heralding the new technological developments, Schwartz declared that "the gloom which until recently pervaded this business has vanished. People all over the country are flocking to see the first pictures projected by new methods. All of this portends an optimistic future for our business. Motion pictures are still the public's best form of family entertainment."

Schwartz said he welcomed the diversity of systems, claiming that what is needed is not standardization in one method, but a variety of systems geared to the film story to be told. He added that the company thought it fortunate to have the services of Dr. Alfred N. Goldsmith as a technical advisor.

Most RKO theatres, he said, are equipped for 3-D films. Reviewing the current systems, Schwartz disclosed that Cinerama may be shown in a number of RKO Theatres. He stated, however, that Cinerama "is not suitable" for the majority of the circuit's houses.

Declared Schwartz: "It must be borne in mind that all of these devices are in their infancy, that as time goes on they will be improved, simplified, and their cost reduced. However, it is our intention to have our theatres ready and able to play all pictures, in whatever process they must be projected, and to be able to take advantage of the tremendous public interest so evident at the beginning of this new era."

M. H.

May-June period theatre attendance usually drops off. He said the introduction of new production techniques in Hollywood has slowed up production and the slowdown might be felt in exhibition during the latter part of the year. "On the favorable side," he added, "is the feverish activity on the part of a number of studios in setting up plans for 3-D and wide screen pictures, which, when released, if they follow the pattern of those already playing, should show good box-office returns."

Universal-International
is proud to announce the
pre-release WORLD PREMIERE
of a wondrous new achievement
in SIGHT and SOUND!
FOR THE VERY FIRST TIME
the panoramic spectacle of a
FEATURE MOTION PICTURE
on the NEW GIANT
WIDE-VISION SCREEN!
with the amazing miracle of
DIRECTIONAL STEREOPHONIC SOUND!

LOEW'S STATE

NEW YORK CITY

May 20





THE MIGHTY STORY OF
THE MAN WHO FOUGHT
FOR THE BIGGEST
BONANZA OF THEM ALL!

*Universal-International
presents*

**JAMES
STEWART**

**JOANNE
DRU**

**GILBERT
ROLAND**

**DAN
DURYEA**



THUNDER BAY

COLOR BY

Technicolor



with **MARCIA HENDERSON • JAY C. FLIPPEN • ANTONIO MORENO • ROBERT MONE**

Directed by **ANTHONY MANN** • Screenplay by **GIL DOUGLASS** and **JOHN MICHAEL HAYES** • Produced by **AARON ROSENBERG**

20th's Proxy

(Continued from page 1)

by the stockholders by a very comfortable margin.

Ending of the cumulative voting method, it is generally believed, will have the effect of eliminating whatever chance Charles Green, head of a dissident 20th-Fox stockholders' group, may have had of electing a director to the company's 10-man board at the annual meeting of the home office in New York on May 19. Under the cumulative voting method, Green would be permitted 10 votes for each share of stock represented by him. The votes could be pooled and voted for one or more of his five nominees, insuring the election of at least several.

In his own proxy statement, Green claimed to represent 118,000 shares of 20th-Fox stock, exclusive of any proxies which might be voted independently against the ending of cumulative voting and, at the May 19 meeting, for his nominees to the board.

The company's own margin of victory for the ending of cumulative voting is expected to be several hundred thousand shares in excess of the minimum majority of 1,385,000 required to carry its proposal.

The votes cast for both sides at this week's special meeting will be sealed following completion of the count here and held for the annual meeting on May 19, when they will be re-opened and voted for the election of directors. Inspection of the proxies by either side will not be permitted until that time.

Management's slate of directors, whose election appears assured, consists of Spyros P. Skouras, William C. Michel, Robert Lehman, L. Sherman Adams, Robert L. Clarkson, Daniel O. Hastings, General James A. Van Fleet, retired; Colby M. Chester, Kevin C. McCann and B. Earl Puckett.

If the results of the proxy count to be announced at tomorrow's meeting are as expected, it will be the first defeat for Green in a series of proxy fights he has waged in companies in other industries in the past several years. Skouras had charged that Green, if successful in his attempt to gain control of 20th-Fox, planned to liquidate the company. Green denied in recent proxy statements that he was after control of the company.

Many in the industry supported the company's fight to defeat Green, feeling that the 20th-Fox management should not be hindered by an antagonistic opposition group on the directorate at a critical period in industry affairs, and one in which the company is endeavoring to launch its important CinemaScope system.

WMGM Not for Sale

Nicholas M. Schenck, president of Loew's, Inc., yesterday reiterated earlier denials of reports that the company's radio station WMGM is for sale.

Register Film Firm

ALBANY, N. Y., May 7.—Fact and Fiction Films, Inc. has registered a certificate to conduct business in New York. Olesker and Cutler of New York City were incorporating attorneys.

Review

"Ambush at Tomahawk Gap"

(Columbia Pictures)

HERE IS A DELIGHT for Western film fans. Although made along formula lines, this action-filled story, made in color by Technicolor, is far superior to the ordinary run of outdoor films. It is brisk, straightforward and morally meaningful.

The competent cast is headed by John Hodiak, John Derek, David Brian and Ray Teal, as a quartette of ex-cons who, on their release from Arizona State prison right after the Civil War, set out to track down the loot from a stage robbery for which they served time. Hodiak, it is revealed, is innocent and was framed by the trio so their fourth accomplice might go free. The one lady in the piece is Maria Elena Marques, a beautiful Indian girl whom Brian kidnaps for reasons not hard to understand.

From its six-fisted saloon brawl opening, the film moves with swift economy to its bloody climax in the ghost town of Tomahawk Gap where the outlaws have to contend, not only with greed and suspicion within their own ranks, but with an Indian siege as grim as any seen in recent films. The only survivors are Derek, the kid-gone-wrong, and the faithful and appealing Miss Marques, who ride off together in the new quiet to make, perhaps, a better life.

David Lang's clear and concise story and screenplay are, for all the thunder, honest as well as exciting statements of moral laws. The outlaws, including the originally framed Hodiak, pay without equivocation for their greed and vengeance.

Assisting the stars in making the action believable are John Qualen as the wacky caretaker of Tomahawk Gap's graveyard, and Otto Hulett as a virtuous government man caught in the ambush with the bandits. Fred F. Sears is the director, responsible for keeping things in a state of suspense right down to the final ironic shot of the stolen money, the cause of most of the mayhem, burning quietly and unnoticed to ashes in the ghost town street. Wallace MacDonald produced the film, which will please Western fans and happily surprise others.

Running time, 73 minutes. General audience classification. May release.

Roosevelt Hospital Appeals for Funds

Edward E. Sullivan, publicity manager for 20th Century-Fox here, is chairman of the amusement division of the annual maintenance fund appeal of Roosevelt Hospital, which has a goal of \$153,000 to meet an anticipated 1953 deficit.

The amusement division has a quota of \$5,000, which is being sought from producers, theatres and entertainment organizations within the hospital's service area.

Annual supporters of the fund include 20th Century-Fox, the Samuel S. Schubert Foundation, George Abbott Enterprises, Loew's, Warner Brothers, Universal Pictures, Broadcast Music, Inc., and others.

25-Cent GPE Dividend

Directors of General Precision Equipment Corp. have declared a dividend of 25 cents per share on the company's common stock and a regular quarterly dividend of \$1.25 per share on the cumulative preferred stock, \$5 dividend, series A, 1952. Both dividends are payable June 15 to stockholders of record on May 25.

Condon-Norton Team

Richard Condon and Kay Norton, former publicity department heads at RKO Pictures, have formed a freelance publicity firm. "The Joe Louis Story," being produced at Astoria, L. I., by Sterling Silliphant for United Artists release, is one of their accounts.

Mitchel Joins WPTR

ALBANY, N. Y., May 7.—Tom Mitchel has been appointed sales manager of this city's Schine-controlled radio station, WPTR, as successor to Jack Charles, who resigned, by J. Meyer Schine, president of Patroon Broadcasting Co., and Howard Maschmeier, WPTR general manager.

Many N. Y. Barkers To Mexico Meeting

A large group of New York barkers will attend the Mexico City convention of Variety International on May 18-21, it was announced here by Edward Lachman, chief barker of the Variety Club of New York, Tent No. 35.

Among those attending will be Lachman, Mr. and Mrs. H. Barnett, R. Burgess, J. Carkner, A. Finley, W. B. Forsythe, Mr. and Mrs. D. Harrison, M. Honickman, D. B. Joy, Mr. and Mrs. A. Kantor, Mr. and Mrs. D. Kendall, B. Knighton and Ira Meinhardt.

Also, Oscar Neu, L. Nufer, Mr. and Mrs. C. Okun, H. Pelton, Frank Rankin, Mr. and Mrs. D. Reisner, Mr. and Mrs. B. Resnick, Mr. and Mrs. C. Seigel, A. N. Steele, and P. K. Warren.

Argentina Decrees Admissions Cut

The Argentine government has issued a decree slicing 30 per cent off general admission prices to motion picture theatres and 50 per cent off children's admissions. It also requires that exhibitors give patrons an additional 20 per cent discount three days a week, excluding Saturday, Sundays and holidays, according to reports from Buenos Aires. The industry is now holding conferences with Argentine government officials on an annulment.

Simonelli to Ky. Opening

Charles Simonelli, Eastern advertising and publicity department manager for Universal, will leave New York tonight for Renfro Valley, Kentucky, to participate in final arrangements for the world premiere of "It Happens Every Thursday" tomorrow, and for the territorial openings in Indianapolis, Cincinnati and Louisville which follow.

N.Y. Publicists Hit 'Firings'

Members of the New York Screen Publicists Guild met in "emergency session" at the headquarters of District No. 65, DPOWA, Wednesday night in protest against firings of publicists at RKO Radio, Loew's and MGM, the SPG stated here yesterday.

Publicists from the SPG shops at Columbia, 20th Century-Fox, Warner Brothers, United Artists and Universal-International, adopted a resolution "condemning 'economic' firings in a period of rising profits and optimism in the motion picture industry and declared 'that firings are no way to demonstrate the film industry's 'new era'; a 'new era' should provide more jobs and better wages, not less," said the SPG statement.

"After hearing District 65's organization director William Michaelson assure them of support from the more than 35,000 members of the district in the metropolitan area, the (SPG) members voted to form a committee consisting of two representatives from each of the five SPG shops to act as a special 'watchdog' group."

Delay Pre-trial Meet In ELC Suit Again

May 20 has been set for the pre-trial conference in the \$15,000,000 anti-trust suit brought by Chesapeake Industries against Loew's and RKO Theatres. The conference date, which has been delayed several times, was slated for last Wednesday.

Chesapeake Industries, as the owner of the now-dissolved Eagle Lion Classics, is pressing the suit, which charges ELC had been denied access to the New York market because of an alleged split by Loew's and RKO Theatres of film product. It was charged that this arrangement prevented any opening of the market here to ELC.

TV Promotion for RKO's 'Split Second'

RKO Radio has set a saturation television campaign in the Metropolitan area to promote the New York premiere of Edmund Grainger's "Split Second" at the Criterion Theatre on Tuesday.

The campaign will be kicked off this evening with film clips from the picture, on WABC-TV's "Talk of the Town" program. Beginning Sunday and continuing through Tuesday, a total of 24 special 20-second television trailers will be aired over all six New York channels.

Award for Magnani

Italy's "Silver Ribbon" award for 1952, the equivalent of the Academy "Oscar," was given to Anna Magnani as the best actress of the year for her performance in "Bellissima," Italian Films Export reported here yesterday. The IFE release will open Saturday, May 16, at New York's 60th Street Trans-Lux Theatre.

Paramount Dividend

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents a share on the common stock payable on June 26 to holders of record on June 12.

Tradewise...

By SHERWIN KANE

THE INDUSTRY at large without doubt will greet with genuine relief and satisfaction the victory scored by the Spyros Skouras management at the special meeting of stockholders of the company at Wilmington, Del., last week. Many in the industry were active personally in supporting Skouras and in rallying support to him in the contest for proxies with which to defeat the attempt of Charles Green, who has made a well-paying activity of planned campaigns against corporate managements over a period of years.

The victory for 20th-Fox management, to the industry, means that no beachhead from which Green might launch a campaign to sell the company's huge film backlog to television and otherwise liquidate its valuable assets, has been obtained. It means, too, that Skouras' management is relieved of the unpleasant prospect of having to contend with an opposition minority on its board of directors at a time when so much thought and effort necessarily must be de-

(Continued on page 2)

Cinerama to Name Isaac Gen'l Mgr.

Lester B. Isaac has been designated to fill the post vacated by Joseph Kaufman as general manager of theatre operations of Cinerama Productions Corp.

Isaac, until Kaufman's resignation, was assistant general manager of theatre operations in charge of technical services. He is now functioning as general manager. Official announcement of Isaac's promotion is expected

(Continued on page 6)

S-W, Cinerama Deal Decision Due Today

A decision as to whether or not Stanley-Warner Theatres will enter into a contractual or management agreement giving it exclusive rights to the Cinerama exhibition process and the marketing thereof is scheduled to be reached here today.

If concluded, the deal would provide substantial new financing needed by Cinerama Productions Corp. for film production and expansion.

20th-Fox Defeats Green By Four to One Margin

Ginsberg, Stevens To Make 'Giant'

Henry Ginsberg, George Stevens and Edna Ferber have formed an association for the production of Miss Ferber's novel, "Giant." The latter appeared serially in the *Ladies' Home Journal*, was a Book-of-the-Month Club selection and is being published in native languages of Europe and South America. "Giant" will be co-produced by Ginsberg and Stevens. Stevens will direct.



Henry Ginsberg

Among the past novels of Edna Ferber which have reached the screen are "So Big," "Cimarron," "Saratoga Trunk" and "Show Boat." It is also contemplated that Ginsberg and Stevens will produce some of Miss Ferber's previous works.

Ginsberg, long associated with the industry, was formerly head of production at the Paramount studios in Hollywood, having resigned the post in July, 1950. Since June, 1951, he

(Continued on page 6)

Stockholders Back Skouras Management In Ending Cumulative Voting, Effectively Killing Green's Chance to Elect Directors

WILMINGTON, Del., May 10.—Stockholders of 20th Century-Fox gave the Spyros Skouras management an impressive vote of confidence in approving the company's proposal to end the cumulative voting method of electing directors to the company's board by a margin of four to one.

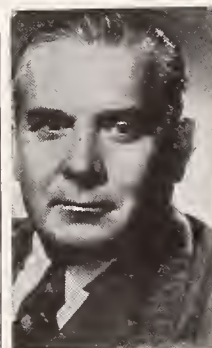
The final count of the proxies cast at the special meeting of stockholders last Tuesday was completed here Friday morning and announced at the adjourned session that afternoon. The vote was 1,699,440 in favor of management's proposal to 465,809 against.

Para. Sales Meet in Chi.

The annual sales meeting of Paramount Film Distributing Corp. will be held Friday through Sunday at the Bismark Hotel, Chicago, it was announced at the weekend by A. W. Schwalberg, president of the company.

The meeting will be attended by division and branch managers, the field exploitation staff and home office representatives including E. K. (Ted) O'Shea, distribution vice-president; Jerry Pickman, vice-president in charge of advertising-publicity; Oscar Morgan, short subjects sales manager; Monroe Goodman, assistant to

(Continued on page 6)



Spyros Skouras

Thus, a total of 2,165,249 shares were voted out of 2,769,000 outstanding. Since the same proxies which were voted at the special meeting here last week include the 20th Century-Fox stockholders' vote for members of the board, it is a foregone conclusion that the company's entire slate of 10 directors will be shown to have been elected when that tabulation is made at the regular annual meeting of stockholders at the company's home office in New York on May 19.

The vote for directors was not

(Continued on page 6)

Playoff of 3-D Prints To Precede 2-D Availability

Although conventional two-dimensional prints of 3-D pictures will be made available to theatres not equipped for the depth medium, distributors of such product will seek to play off the 3-D versions first and as quickly as possible. This was pointed out at the weekend by sales executives of companies having three-dimensional pictures.

See 3-Year Film Build-up by Gov't

WASHINGTON, May 10.—Spokesmen for major producers of photographic film told the government that under present supply and demand conditions for film the government could build up a "limited stockpile" of certain types of film in about three years.

The view was expressed in a meet-

(Continued on page 6)

One reason back of the policy, it was said, is to protect the expensive prints, which cost approximately \$500 a pair—two prints in interlocked projectors are required for 3-D. It was explained that if the print suitable for standard projection should be delivered to a theatre and if there should be a break in the film during the engagement, exchanges would be faced with the difficult task of matching it again with the 3-D print when it was returned for inspection. Unless the

(Continued on page 6)

RKO Theatres Buys In 150,000 Shares

RKO Theatres, acting on an authorization to purchase 150,000 shares of its own stock voted by its annual meeting of stockholders last Thursday, picked up the entire lot in 15 minutes on the New York Stock Exchange in Friday's market.

The company was authorized to pay up to a maximum of \$4.50 a share, or a total of \$675,000 for its stock, which is to be issued to company officials under a stock option plan, also approved at the annual stockholders meeting. The entire transaction was

(Continued on page 6)

Personal Mention

WILLIAM BROWN, manager of Loew's Majestic Theatre in Evansville, Ind., and **MRS. BROWN** will celebrate their 35th wedding anniversary on May 18 with a trip to St. Louis.

RUSSELL L. FURSE, formerly general manager of the CBS-TV network program department here, has been appointed director of program operations for KEY-TV, Channel No. 3, Santa Barbara, effective June 15.

DOROTHY FREEMAN, with Loew's Theatres in Cleveland, will be married Saturday to **NAT HILLER** of New York in Paterson, N. J. **MILDRED COHEN** is her successor.

HERMAN P. HATTON, Macon manager of the Georgia Theatres, has resigned, effective June 27, to become director of operations for station WMAZ-TV.

HUGH OWEN, Paramount Eastern and Southern division manager, has returned to New York from a two-week trip to Charlotte and New Orleans.

ROY O. DISNEY, president of Walt Disney Productions, and **GUNTHER LESSING**, general counsel, returned to Hollywood from here over the weekend.

IRVING LUDWIG, assistant to **LEO SAMUELS**, Walt Disney worldwide sales supervisor, departed over the weekend for the South.

DICK JOHNSON has resigned his post as office manager of the Columbia branch in Atlanta to join Floyd Theatres in Florida.

JACK CUTTING, Walt Disney studio executive, has returned to New York following a month-long tour of the Continent.

PETER ROSIAN, Universal district manager in Cleveland, and **MRS. ROSIAN** are vacationing in Florida.

Y. H. MORE, manager of the Westrex Co. Hong Kong branch, has returned there from New York.

S. P. EAGLE, producer, will arrive in New York today from England aboard the *S.S. Queen Mary*.

FRED LEAHY, Walt Disney studio production manager, has returned to New York from Scotland.

SAM GALANTY, Columbia Mid-Eastern division manager in Washington, is in Cleveland.

GEORGE WELTNER, Paramount International president, has left Hollywood for New York.

THOMAS MEAD, editor of Universal Newsreel, has returned to New York from a Coast visit.

Suit vs. RKO Radio, Skouras

A \$1,500,000 anti-trust suit against RKO Radio Pictures and Skouras Theatres Corp. was filed in New York Federal Court at the weekend by the Westway Operating Co., operating the Symphony Theatre on upper Broadway in Manhattan. The plaintiff charges that the defendants conspired to deprive the Symphony of RKO product.

It is claimed in the complaint that the Symphony's bids for RKO pictures were revealed to Skouras, thus making it possible for the circuit to outbid the defendant's theatre. Skouras operated the Symphony from 1937 to 1943 when it relinquished the house to Westway. Under the Skouras operation, the Symphony played RKO product seven days after Skouras' Riverside Theatre, but since the house has been under Westway control, the Symphony has been able to play only three RKO pictures, according to the complaint.

Universal Opens 'Thursday' in Ky.

RENFRO VALLEY, Ky., May 10.—With editors of weekly newspapers of the 48 states as well as civic leaders and Midwestern newspaper representatives in attendance, Universal-International's "It Happens Every Thursday" had its world premiere at the Renfro Valley Barn here last night as part of the second annual country editors conferences sponsored by Mr. and Mrs. John Lair, restorers of the Valley as a "living storehouse of pioneer Americana."

The territorial openings of "It Happens Every Thursday" in the Louisville, Cincinnati and Indianapolis territories follow this week.

Dinner for Queens' Boys' Club Thursday

A dinner climaxing the drive for the raising of \$200,000 as working capital for the purpose of erecting a Boys' Club in Queens will be held in the Hotel Astor here Thursday night.

George P. Skouras, chairman of the board of Skouras Theatres Corp. and president of United Artists Theatre Circuit, Inc., was the instigator of the idea of erecting a Boys' Club in Queens. Towards the realization of this purpose, Skouras donated the land, located at 21st St. and 30th Road in Astoria, L. I.

\$738,000 Gross for 'Hans' at Criterion

Samuel Goldwyn's "Hans Christian Andersen," RKO Radio, concludes a 24-week engagement today at the Criterion Theatre here where it is said to have smashed every boxoffice and attendance record in the theatre's 17-year history, piling up a total gross of \$738,000.

The picture has played to an audience totaling some 725,000.

Get the Cerebral Palsy Campaign Trailer at Your N.S.S. Exchange.

Rotus Harvey Again WTO President

San Francisco, May 10.—**Rotus Harvey**, who resigned the presidency of Western Theatre Owners last July, has been reelected to the office. Since Harvey's July resignation the organization has been without a president.

New Beacon Firm Elects Officers

CHICAGO, May 10.—The franchise holders of the newly-formed Beacon Pictures subscribed \$100,000 toward the production of its first feature, "Kentucky Rifle," and elected officers and directors at a meeting here. The company was organized to distribute 3-D pictures which, it is claimed, can be played on either conventional or three-dimensional equipment.

B. H. Mills of Equity Pictures of New York and Washington was elected president of the new company and Jack Zide of Allied Films of Detroit was elected treasurer. Elected to the board were Harry J. Allen of Cardinal Pictures, Toronto, and Harold Schwartz of Tower Pictures, Dallas.

Other franchise holders who attended the meeting were Don Swartz, Milwaukee and Minneapolis; William H. Gaffney, Kansas City; William Feld, Des Moines and Omaha; George Phillips and Herman Gorelick, St. Louis; Selma Blachschlanger, Cincinnati and Indianapolis; Bernie Rubin, Cleveland; Nelson Wax, Philadelphia, and Max Roth, Chicago.

\$250,000 Drive-in Set for Portland

PORTLAND, Ore., May 10.—Plans for a \$250,000 super 1,000 theatre drive-in especially designed for the projection of extra-dimensional films to occupy a 17-acre site, are announced by Phil L. Polsky, Portland exhibitor.

The new drive-in will have a four-acre playground, which will include a swimming pool, picnic grounds, athletic field and playground equipment.

Gottlieb Film for RKO

HOLLYWOOD, May 10.—Alex Gottlieb, implementing the one-picture deal with RKO Radio, which does not conflict with his five-picture Warner Brothers commitment, will start "Marry Me Again," with Marie Wilson and Robert Cummings, June 9. Robert Fallon will be associate producer.

Skouras to Europe

Spyros P. Skouras, 20th Century-Fox president, is scheduled to leave here for Europe May 22 to attend a number of CinemaScope demonstrations in important capitals there. He will be away several weeks. Murray Silverstone, 20th-Fox International chief, and Earl Sponable, technical head, may accompany him.

Tradewise...

(Continued from page 1)

voted to the introduction of CinemaScope production and equipment, in addition to dealing with the critical problems which continue to beset the industry and every member of it.

Skouras and his management waged an untiring, resourceful and an honorable campaign in reply to the challenge thrust at them by Green. That the huge majority of the company's stockholders endorsed his management and expressed their full confidence in its continuance by voting virtually to eliminate Green's chances of electing a director to the 20th-Fox board at the May 19 annual meeting, is the best of all testimonials not only to the company's management but also to the campaign it waged against Green. It was the latter's first defeat, following at least three successful proxy fights which put Green on the directorates of other corporations.

The outcome must be no less satisfying to the industry than it is to 20th-Fox management and the great majority of the company's stockholders.

THE N. Y. World-Telegram & Sun last week bannerlined Lionel Stander's performance before the House Un-American Activities Committee as the tirade of a "Movie 'Tough.'" Yet the paper's own story quoted Stander as testifying that he had been unable to obtain employment in motion pictures since his name was linked with leftist organizations several years ago, and recounted that he had come to the hearing from Philadelphia where he is appearing in the road company of the legitimate stage production, "Pal Joey," following its long run on Broadway, with Stander a member of the cast.

Perhaps the editors of the *World-Telegram* can tell the industry how that background makes Stander a movie, rather than a stage "tough."

Allied Artists Sets 3 Releases in June

HOLLYWOOD, May 10.—Allied Artists vice-president M. R. Goldstein announced here at the weekend that the company will release three pictures in June. They are "Son of Belle Starr," "Safari Drums" and "Murder Without Tears."

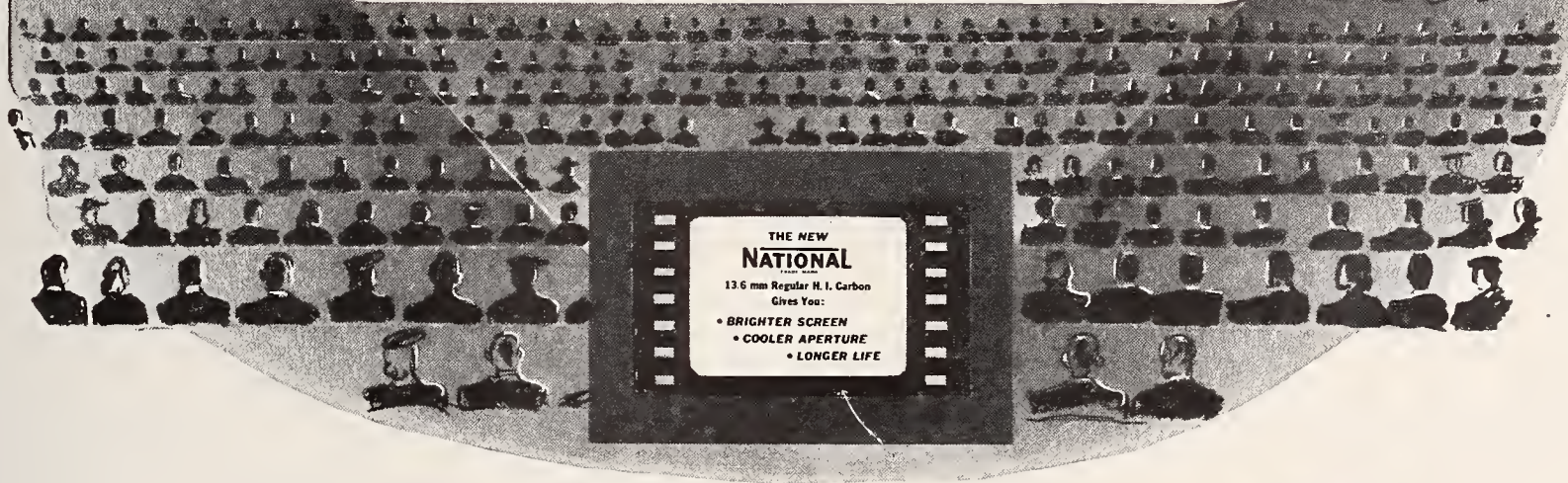
\$80,000 for 'Wax' in Chi.

CHICAGO, May 10.—"House of Wax," playing at the B. & K. Chicago, wound up its first week with a gross of a little over \$80,000, better than the first week of "Bwana Devil," which did \$78,000 in its opening week there.

THE NEW
NATIONAL
TRADE-MARK

13.6 mm Regular H. I. Carbon
Gives You:

- **BRIGHTER SCREEN**
- **COOLER APERTURE**
- **LONGER LIFE**



Hard on the heels of the sensational, new "National" 7 mm and 9 mm "Suprex" carbons comes still another major product improvement — the new 13.6 mm x 22" Regular High Intensity projector carbon for condenser-type lamps.

HERE'S HOW IT WORKS:

AT 160 AMPERES, (ten amperes higher than the previous H.I. Regular), you get a *brighter* screen, a more *uniform* arc . . . with no added heat on the film.

AT 150 AMPERES, (same current as its predecessor), you get the *same* screen brightness with *less* heat on the film — and, according to laboratory tests, *at least 15%* lower carbon consumption!

For cleanliness, and to protect against moisture, each unit package of the new carbons comes to you enclosed in a heat-sealed, polyethylene envelope. Order your supply of these NEW, uniformly dependable "National" carbons and treat your patrons to a better picture . . . yourself to lower operating cost. Your theatre supply house has them NOW!



**BUY WISE—
DEMAND TO
SEE THE
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Gunzburg Firm Shows Kinevox System on Coast

HOLLYWOOD, May 10. — Natural Sound Corp. demonstrated its Kinevox system of stereophonic sound reproduction to an interested press audience at the Fairfax Theatre here at the weekend, using scenes from "House of Wax" for demonstration purposes.

The equipment, comprising three back-of-screen speakers and booth playback equipment employing 35 mm. magnetic film carried on 5,000-foot reels, is listed at \$5,510, F.O.B. Burbank, plus crating and handling charges. Figure is said to be approximately half that charged by other concerns offering equivalent stereophonic sound equipment.

Len Roos, president of Kinevox, who developed the mechanism, said the Motion Picture Research Council's recommended specifications have been fully complied with. Natural Sound Corp. is the company formed by Milton Gunzburg, president of Natural Vision Corp., to handle distribution of the Kinevox system, with Colin Miller in charge of sales.

Variety Will Honor Sportscaster Britt

BOSTON, May 10.—Jim Britt, TV and radio sports announcer, has been unanimously voted the recipient of the "Great Heart Award" for 1952. Each year the Variety Club of New England, Tent No. 23, bestows this honor on someone who, in the opinion of the crew of the club, has done the "greatest amount of good for the greatest number of people" in New England.

William S. Koster, executive director of the Tent, is in charge of arrangements for a presentation banquet to honor Britt here on June 18.

Television -- Radio

with Pinky Herman

IF good deeds are an accurate barometer of stature (and it most assuredly is) then Television can already be considered a Giant. Programs such as "Strike It Rich," "Break the Bank," "Truth or Consequences" have given, as prizes, hundreds of thousands of dollars to contestants, with emcees often doing everything but "Tell the answers," especially to needy cases. And for the record, don't think for one moment that this display of "heart" doesn't play a large part in the rapid advancement of the new medium. Latest TV show to add another good deed is "Queen for a Day." The prize recently won by Mrs. Juliana Bland, wife of a sailor, is "granting the wish of her aged mother, living in far off Aleutian Islands, to visit the Bland children in Baldwin Park, Calif." So a salute to Walt (Strike It Rich) Framer, Ed (Break the Bank) Wolf, Ralph (Truth or Consequences) Edwards, Jack (Queen for a Day) Bailey and the many other producers of TV shows which do similar kindnesses nationally and locally.

★ ★ ★

Don McClure, former Radio-TV production manager for McCann-Erickson, has joined Owen Murphy Productions as associate producer of TV-live and filmed programs, commercial and industrial films. . . . Ford Motor Co. will celebrate its 50th anniversary with a special two-hour telecast via NBC and CBS, on Monday, June 15, from 9:00 to 11:00 P.M. The Cavalcade of a half century's historic highlights from 1903 to the present, featuring famous people from all walks of life, will be produced by Leland Hayward and will be co-scripted by Frederick Lewis Allen, Agnes Rogers and Howard Teichman. . . . NBC's great series, "Victory At Sea," which richly deserves the accolades it has received, completed its NBThrilling run a week ago yesterday. To this viewer it occurs that the last episode, which pulled no punches in showing the horrors of concentration camps and "man's inhumanity to man," should be shown at least once a month via TV stations of all Free Peoples, as a reminder to cherish their liberty and to guard the principles of Democracy and to be ever on the alert. This is one shameful bit of History that mustn't ever repeat.

★ ★ ★

Production will start at the end of the week on a series of 13 half-hour telefilms, "The Narcotics Pusher," by Wigmar Productions at the Goldwyn Studios in Hollywood. Scripter Al Martin has been given technical cooperation by the L. A. Police and by Federal and State Authorities in this dramatic effort to wipe out this great evil which has been attacking our youth, even adolescents in High Schools. . . . Our West Coast private eye has airmailed a little "inside dope" on the filmed series of "Adventures of Ellery Queen," to wit: Handsome Hugh (Ellery) Marlowe is sure to win a lot of new friends especially among the distaffers. . . . The ABC Coronation Story will be told every Tuesday at 8:30 P.M. by Ted Malone and "Porgy & Bess" Producer Belvius Davis, both of whom are now in London.

★ ★ ★

After 10 years of big time emoting as "Mr. & Mrs. North" (in the recent Radio Editors' Poll conducted by FAME Magazine they were voted in THIRD PLACE), Alice Frost and Joe Curtin were released and their show will be turned over to the newer TV team on the Coast. With all due respects to the talented Barbara Britton and Richard Denning, to this observer, it appears a most unwise decision. . . . You'll be hearing this lad pa-lenty soon. Good-looking young baritone named Don Bellaire, who TVaulted into the scene via Ted Steele's WPIX series. . . . RKO will use 24 special 20-second TV spots via six NYChannels to promote the premiere tomorrow of "Split Second" at the Criterion Theatre. . . . According to NBC's Hugh M. Beville, Jr., there are now 23,256,000 TV receivers in use in the U. S., an increase of 704,000 during March.

★ ★ ★

We saw this letter from Irene Kaminski of Schenectady, N. Y., to John Cameron Swayze. Quote: I have a 3½-year-old nephew who is an avid listener to your program. The other day . . . looking thru his "Noah's Ark" book of animals, he proceeded to tell his mother that from a cow we get milk, from a pig we get pork, from a chicken we get eggs and from camels we get cigarettes. Unquote.

Charter Plane to Rush 3-D Pictures Here from Chicago

To get the three-dimensional films of the Rocky Marciano-Jersey Joe Walcott heavyweight championship fight into processing and exhibition as quickly as possible, a special plane has been chartered to leave Chicago for New York within 30 minutes after the completion of the bout at the Chicago Stadium next Friday night.

Top-speed arrangements will enable the printing to be completed over the weekend and the first tri-dimensional picture of a sports event is scheduled to be on theatre screens by Monday morning, May 18.

United Artists is releasing the 3-D fight films, which will be the only motion pictures of the bout to be shown in theatres throughout the country, said U.A. Among the more than 150 theatres that will present the films are the two Embassy theatres in New York. The Embassy in Newark will lead off showings in New Jersey.

New Wide-Screen For MGM's 'Julius'

M-G-M's "Julius Caesar" will be presented at the Booth Theatre here on a new wide-screen and with stereophonic sound when the film opens for a two-a-day run beginning June 3.

An M-G-M spokesman stated that this will be the company's first installation utilizing its wide-screen process. He declined to elaborate at this time on what the dimensions of the new screen would be. He said, however, that installation of equipment will begin immediately. Following the world premiere on the evening of June 3, the picture will be presented on a two-a-day basis, matinees at 2:30 P.M. and evenings at 8:30 P.M., with all seats reserved.

Large Screen for 'Bess' at the Hall

Radio City Music Hall will utilize a "large screen" for the exhibition of M-G-M's "Young Bess," which will follow the current attraction, "Shane."

Russell V. Downing, president and managing director of the Hall, said the screen for "Young Bess" will probably be similar to the dimensions used for "Shane," that is 50 feet by 30 feet. He added, however, that the exact dimensions are yet to be decided upon, pending the arrival here from Hollywood of Music Hall technicians. He explained that the technicians, following the convention of the Society of Motion Picture and Television Engineers, visited studios to obtain information on new techniques.

Forms Continental Distributing, Inc.

Continental Distributing, Inc., a new motion picture company, of which Frank Kassler is president, announces its first acquisition, the film version of Noel Coward's play, "Tonight at 8:30," in color by Technicolor. It is a J. Arthur Rank British production.

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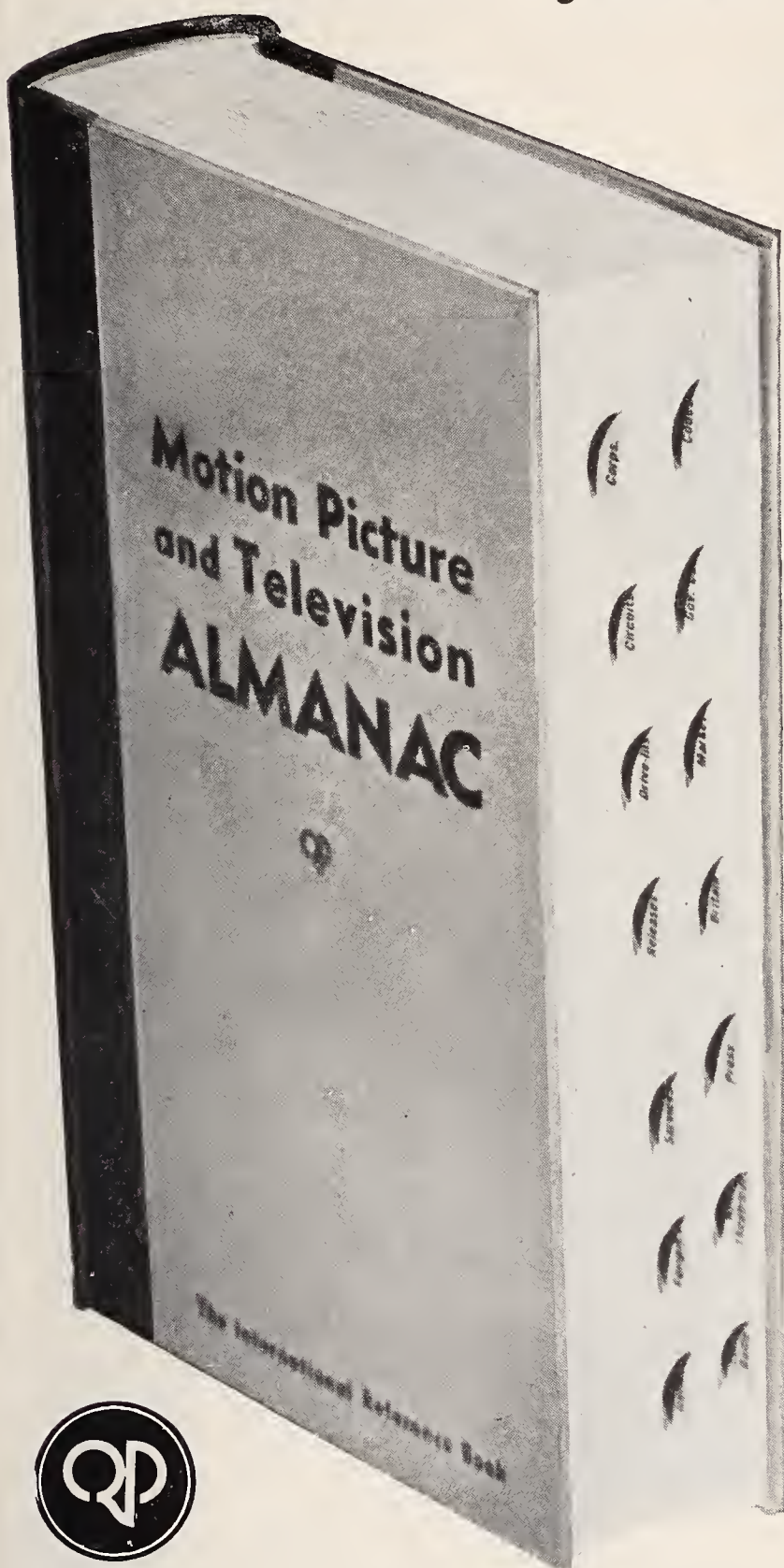
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Para. Meet

(Continued from page 1)

Schwalberg; Robert J. Rubin, assistant to Barney Balaban, president of Paramount Pictures, and Sid Mesibov, exploitation manager. Schwalberg will preside.

Forthcoming Paramount product and the nature and extent of promotions planned for the releases will be the central theme of the meeting. New large-screen achievements by Paramount studio engineers will be disclosed and discussed by Dr. Charles R. Daily of the studio's technical research department.

Pickman will conduct special meetings of the field exploitation staff on individual campaigns which have been drafted for forthcoming releases, with emphasis on "Stalag 17," "Houdini," and "Sangaree."

Division managers who will attend the meeting include: Hugh Owen, Eastern and Southern; Howard G. Minsky, Mid-East; J. J. Donohue, Central; A. M. Kane, South Central; and G. A. Smith, Western. Henry Randel, New York district manager, also will attend.

Branch managers who will be on hand are: Myron Sattler, New York; Daniel R. Houlihan, Albany; W. Gordon Bradley, Atlanta; John G. Moore, Boston; Edmund C. DeBerry, Buffalo; A. H. Duren, Charlotte; E. G. Chumley, Jacksonville; Henry Germaine, New Haven; William Holliday, New Orleans; Ulrik F. Smith, Philadelphia; Herbert Gillis, Cincinnati; Harry S. Buxbaum, Cleveland; Mike Simon, Detroit; David Kimelman, Pittsburgh; Phil Isaacs, Washington.

Also, J. H. Stevens, Chicago; Donald R. Hicks, Des Moines; G. R. Frank, Indianapolis; Irving Werthamer, Milwaukee; J. T. McBride, Minneapolis; Marion Anderson, Omaha; Tom W. Bridge, Dallas; Harry Hamburg, Kansas City; Howard A. Nicholson, Memphis; C. H. Weaver, Oklahoma City; Harry Haas, St. Louis; Alfred R. Taylor, Los Angeles; James Ricketts, Denver; Wayne Thiriot, Portland; F. H. Smith, Salt Lake City; H. Neal East, San Francisco; and H. Haustein, Seattle.

Paramount special field representatives at the meeting will include: Pete Bayes, Robert Bixler, Robert Blair, Ralph Buring, James Castle, E. G. Fitzgibbon, Dave Friedman, Walter Hoffman, Arthur Leazenby, Everett Olsen, Arnold Van Leer, Edward J. Wall, Mike Weiss and Win Barron, Canada.

Cuban Newsreelers Threaten Stoppage

Cuban newsreel producers have announced they will cease distribution tomorrow unless the Ministry of Communications rescinds a resolution subjecting their product to censorship, according to word from Havana.

Ramon Hermida, Communications Minister, said prior censorship would apply only to newsreels of an "editorial nature" and not to spot news films. Prior censorship does not apply to imported newsreels for either theatrical or television distribution.

Plaque for Miss Russell

Gen. Omar Bradley will present a plaque to Rosalind Russell, star of "Never Wave at a Wac," for "services in aiding and promoting the welfare of the Women's Army Corps," at the Astor Theatre tomorrow night. Eric Johnston, president of the Motion Picture Association of America, will make the formal introduction.

Lasky's Life in Textbook

HOLLYWOOD, May 10.—A thesis on the life of Jesse L. Lasky is currently being written by a graduate student in the University of Southern California School of Cinema and will be used as a textbook for the USC film department next year.

20th-Fox Defeats Green

(Continued from page 1)

tabulated here and the proxies were sealed after the count was completed on the ending of cumulative voting. They will be opened at the May 19 meeting when the vote for directors will be counted and announced.

The defeat is the first in a corporate proxy contest to be experienced by Charles Green, leader of the dissident 20th-Fox stockholders group which stood opposed to the company's board and management, after a succession of victories extending over the past several years. Green had successfully waged a proxy fight which put him in control of Twin Cities Rapid Transit Co. of Minneapolis-St. Paul. After a brief and sensational period in charge of the company's affairs, Green sold his stock in the company at a substantial profit and withdrew.

Controls United Cigar-Whelan

Green's next proxy campaign put him in control of United Cigar-Whelan Drug stores. He still is chairman of the executive committee there and, although he opposed the 20th-Fox proposal to end cumulative voting, United Cigar-Whelan bylaws do not provide for that method of electing directors. Recently, Green garnered enough proxies to have himself and two other directors elected to the board of United Machinery Co.

The elimination of cumulative voting in 20th-Fox definitely and finally kills any chance of Green electing even one director to the company's board at the May 19 meeting. He now needs a majority vote to elect his slate of five directors to the board and that, obviously, is outside the realm of possibility.

Had cumulative voting not been eliminated, the 465,809 proxies Green was able to muster might have been sufficient to elect one or more directors to the 10-man 20th-Fox board at the upcoming annual meeting. The cumulative voting system would have permitted him 10 votes for each proxy. These Green could have bunched together for one or two of his candidates, instead of spreading them over his five nominees, and insured victory for at least one, which probably would have been himself.

One of Green's early proxy solicitations claimed he represented slightly more than 118,000 shares of 20th-Fox stock. Unless he added substantially to his holdings in the meantime, his campaign succeeded in winning almost 350,000 proxies from outside his own ranks. His cam-

paign charged inept management, excessive salaries and insufficient dividends.

The 20th-Fox management frankly advised its stockholders in its proxy statement to them that the special meeting to act on eliminating cumulative voting was primarily intended to lessen Green's chances of electing himself or a representative to the company's board. The move was justified on the grounds that the company's board and management are facing critical times and should be free to devote all of their attention to improving the company's position and to putting CinemaScope equipment and product on the market. They felt that the diversion of even a small opposition group on the board would be an interference with their primary duties.

The company also informed its stockholders that Skouras had attempted to persuade Green to postpone the proxy fight for one year and that, if at the end of that time, the company had not shown the value of CinemaScope, management would interpose no objections to Green's conducting a proxy fight. Green refused Skoura's offer.

Friday's meeting here, an adjournment of the Tuesday session, lasted only about 10 minutes. About 50 persons were present, including Otto Koegel, 20th-Fox general counsel; Green, and Herbert Einhorn, of counsel to Green. At the close of the meeting members of the opposing factions arose and shook hands.

Scheduled for Defeat

Also scheduled to go down to defeat at the company's annual meeting are two resolutions proposed by Green and included in the proxies. One would restrict the board, without the consent of stockholders, from entering into contracts between the company and individual directors of companies controlled by them. The other would restrain the company from paying compensation in excess of \$100,000 annually to anyone without the specific approval of the stockholders.

Still to be determined is the outcome of a suit Green has filed in New York Supreme Court seeking to invalidate certain portions of the employment contracts of Skouras and Darryl Zanuck.

It is anticipated that Green will resume his campaign of criticism at the annual meeting on May 19.

To Name Isaac

(Continued from page 1)

shortly. Before joining Cinerama, Isaac had been director of visual and sound projection for Loew's.

Kaufman's resignation, it was learned, had no connection with Cinerama's current financial problem of raising working capital and the resignation from the board of Cornelius Vanderbilt Whitney. It was stated that Kaufman had handed in his resignation about three weeks ago following a lack of agreement with management over a new employment contract on salary. He stayed on until the Los Angeles premiere of Cinerama.

Meanwhile, Merian C. Cooper has denied reports that he would resign from the board.

To Make 'Giant'

(Continued from page 1)

has been a general consultant for National Broadcasting Co. Prior to his Paramount affiliation, Ginsberg held executive positions with Educational, Hal Roach Studios, Preferred Pictures, Selznick International and Sterling Pictures.

Stevens received the Academy Award last year for his direction of "A Place in the Sun."

AA Names Price

Arthur Price has been named to handle special exploitation in connection with the saturation booking of Allied Artists' "The Roar of the Crowd," in the Indianapolis area.

Film Build-up

(Continued from page 1)

ing between the National Production Authority's photographic film advisory group and NPA officials, headed by NPA film chief Nathan D. Golden. Representatives of Eastman Kodak, DuPont and ANSCO were on the industry side of the table.

Most Practical Method

A stockpile of film has been suggested by both government and industry as the most practical method of meeting any possible government emergency need for film in the event of an enemy attack destroying production facilities. NPA officials said that motion picture, X-ray and aerial film are the major types envisaged for such stockpiling. There was no disclosure as to how much footage of each type would constitute a "limited stockpile."

The industry officials also suggested that the government should, for its own good, pool its film-buying activities. At present, the Air Force buys for all military needs, it was stated, but the Public Health Service, Veterans Administration, Office of Civilian Defense and other agencies also do independent buying.

3-D Playoffs

(Continued from page 1)

two prints are matched frame-for-frame, projection will be faulty.

For that reason, unequipped theatres will not be able to book the standard version of a 3-D picture until there has been almost a complete play-off of the engagements requiring viewers. That will be the policy on Paramount's "Sangaree" and it is understood that Warner Brothers will follow the same line with "House of Wax," as will Columbia on "The Man in the Dark" and "Fort Ti."

RKO Theatres

(Continued from page 1)

accomplished within a price range of one-half point. The RKO Theatres stock closed at \$4 Thursday night. In the early heavy buying Friday it went to \$4.50, top price of the purchase plan, then eased to close at \$4.25 for the day. The turnover for the day totaled 154,800 shares.

The buy was completed in large blocks by H. Henz, broker for the company, with W. E. Hutton supplying about half of it.

Discuss 'Tom, Jerry' Promotion Plans

HOLLYWOOD, May 10.—Fred Quimby, M-G-M short subjects head, met here at the weekend with George Delacorte, president of Dell Publications, and E. M. Wadewitz, chairman of the board of Western Printing and Lithograph Co., on new promotion plans for "Tom and Jerry" comic books.

More than 2,000 theatres throughout the country have inaugurated "Tom and Jerry Jamboree" matinees for children. These matinees are exclusively devoted to the showing of "Tom and Jerry" subjects, and exhibitors distribute the comic magazines of the same name as an added stimulant.

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NEW YORK, U. S. A., TUESDAY, MAY 12, 1953

TEN CENTS

'U' to Show 1st 3-D Film on Wide-Screen

**'Space' to Open in 2
L.A. Theatres May 27**

The first 3-D film to be shown on a wide-screen will be unveiled by Universal-International with the May 27th premiere of "It Came from Outer Space" at the RKO Hillstreet and Pantages theatres, Los Angeles, it was disclosed here yesterday.

The effect of combining 3-D and wide-screen was said by Morris Weiner, studio manager, to open a new avenue of entertainment. Weiner, along with Stanley Horsley, arrived in New York for the world premiere of "Thunder Bay" at Loew's State next Tuesday. The State, as previously announced, will utilize stereophonic sound and U-I's

(Continued on page 2)

Newsreels on Wide Screen Now Possible, 'U's' Weiner Reports

It is now technically feasible to project newsreels on wide screens, Morris Weiner, Universal-International studio manager, reported here yesterday.

Weiner said there are currently no obstacles in presenting the entire theatre program, including short subjects, in addition to newsreels, on wide screens. The go-ahead signal for such presentation, he indicated, would have to come from the public. It was pointed out that there are not enough theatres equipped with wide screens currently, nor has the public

(Continued on page 2)

Thomas Quits Sales Post with Souvaine

Harry Thomas has resigned as general sales manager of Souvaine Selected Pictures. No successor has been named. Thomas, it is reported, may acquire some foreign product on his own for distribution, possibly obtaining one or more pictures now on the Souvaine lineup.

Meanwhile, Souvaine is preparing legal action against a financing com-

(Continued on page 7)

Mankiewicz in Deal With United Artists For Two Releases

Joseph L. Mankiewicz has formed his own independent production company, Figaro, Inc., and has closed a deal with United Artists to release his first two productions, Robert Benjamin, U.A. board chairman, announced yesterday.

The move puts Mankiewicz into the independent production field for the first time in his notable film career. His first film under the U.A. deal will be "The



Joseph Mankiewicz

(Continued on page 7)

Industry Committees For UJA Named

Solomon M. Strausberg, Interboro Theatre Circuit Co., has been named chairman of the independent exhibitors committee in the amusement industry drive for the United Jewish Appeal. Heading the drive among purchasing agents is Charles B. Moss of B. S. Moss Corp.

The committee, which has been sparking an active drive for UJA in

(Continued on page 7)

4 SOUND TRACKS ON SINGLE FILM

Mason Bill Is Teetering

WASHINGTON, May 11.—Gloomy predictions from the Administration and Congress about the chances of balancing the budget next year are not helping the Mason admission tax bill any, Capitol observers believe.

One member of the Ways and Means Committee sympathetic to the bill said it's still too early to write the bill off, but that certainly its chances have not improved any in the last few days.

On Friday, Treasury Secretary

(Continued on page 7)

Ia.-Neb. Allied Meet To Highlight 3-D

DES MOINES, May 11.—Demonstrations of four types of three-dimensional projection will feature a two-day meeting of Iowa-Nebraska Allied at the Hotel Fort Des Moines here tomorrow and Wednesday. These will include 20th-Fox's CinemaScope, Natural Vision 3-D, Dr. Edgar Fuller's Naturscope (for converting present 2-D) and Col. B. J. Palmer's

(Continued on page 7)

20th-Fox Announces Economical System For Stereophonic Sound

Twentieth Century-Fox announced yesterday that it had solved the problem of combining the four magnetic sound tracks used in its stereophonic sound system with the picture on a single 35mm. film strip.

The development, according to 20th Century-Fox president Spyros Skouras, will permit theatres to continue to use standard projection equipment, requiring no extra projectors, and only minor, low cost projector changes, in utilizing the new stereophonic sound system. The single-film method will become an integral part of 20th-Fox's CinemaScope process, which includes its anamorphic

(Continued on page 2)

Distributors Bid Supreme Court Reject F.&M. Appeal

WASHINGTON, May 11.—Six major distributors told the Supreme Court that they acted individually and on the basis of their best business judgment in refusing to license first-run films to Fanchon and Marco's Baldwin Theatre in Los Angeles.

They asked the court to refuse F. and M.'s appeal from a Los Angeles district decision, which threw out the theatre company's anti-trust suit for \$300,000 damages and an injunction.

The companies are Paramount, RKO Radio, Loew's, United Artists, Universal and 20th Century-Fox.

(Continued on page 7)

Set 2nd Annual Visit To Rogers Hospital

Officers and directors of the Variety Club's Will Rogers Memorial Hospital at Saranac Lake, N. Y., accompanied by trade press representatives, will make their second annual visit en masse to the hospital on June 26. The visit will be followed by a weekend at Al-Bur-Norm, the nearby Schroom Lake resort of Herman Robbins, Na-

(Continued on page 7)

Distributors Winding Up Exchange Employee Pacts

With negotiations completed with 16 locals representing front and back room exchange employees, members of the distributors negotiating committee have returned to the field to complete agreements with the unions in the remaining cities.

The new agreements provide for the same working conditions that prevailed in the previous contracts plus wage increases ranging from \$3 to \$4 a week, retroactive to Dec. 1, 1952.

Tom Murray, chairman of the distributors' committee, directed the negotiating teams to return to the unclosed situations because many of the union negotiators desired to close contracts before the start of the vacation period.

Since the negotiations started five months ago on an individual local basis, every exchange city was visited by the teams, but in many cases agreements were not concluded. Recogniz-

(Continued on page 7)

26-Week NT Net Was \$1,458,529

Hollywood, May 11.—The consolidated net income after all charges of National Theatres, Inc., and voting-controlled subsidiaries for the 26 weeks ended March 28, 1953, was \$1,458,529, which amounted to 53 cents per share on the 2,769,486 shares of stock outstanding.

Personal Mention

GEORGE SHUPERT, vice-president and general manager of United Artists Television, returned here yesterday from the Coast.

C. BRUCE NEWBERRY, Republic director of sales, arrived at the home office yesterday following a three-week trip to the company's Hollywood studio and to Denver, Salt Lake City, San Francisco, Portland and Seattle.

ROBERT SCHWARTZ, purchasing agent of United Artists here, and **MRS. SCHWARTZ** announce the birth of a son on Sunday at Englewood Hospital, Englewood, N. J.

BERNARD (BINGO) BRANDT of Brandt Theatres and **MRS. BRANDT** became parents of their third boy Friday with the birth of **GARY JOHN** at Doctors Hospital here.

JOHN FLINN, advertising-publicity head of Allied Artists, will leave Hollywood today for New York.

'Wax' Does Fine Minus Eddie Fisher

An excellent \$80,000 is forecast for the fifth week of Warner Brothers' 3-D "House of Wax" at the New York Paramount, which last week replaced headliner Eddie Fisher with Xavier Cugat as its stage attraction. The "House of Wax" will leave the Paramount May 20 for "The Desert Song."

Also doing fine on the large screen of Radio City Music Hall is "Shane," with \$122,000 seen for the picture's third week. The Capitol's long-run record-holder, "Moulin Rouge," is expected to rack up a solid \$33,000 for its 13th week.

Paramount's first 3-D film, "San-garee," will open at the Victoria following the close of its current attraction, "The Juggler."

'Man in Dark' Heads For Chicago Record

CHICAGO, May 11.—Grossing more than \$16,000 over the weekend at the McVickers, "Man in the Dark" bids fair to smash the house record of \$24,000 under the present management. Morning business since the picture opened Friday has been average to slightly below, but late afternoons and evenings have been strong.

Unable to get delivery on a 3-D screen in time for the opening of the film, the management had Hans Teichert, Chicago painting contractor, paint the regular screen.

At the Chicago, "House of Wax," which topped \$80,000 in its first week, did \$30,000 over the weekend and is expected to hit a total of \$50,000 for the second week, which would give it a gross for the run of a few thousand dollars less than "Bwana Devil," which grossed roughly \$135,000 for its two weeks at the Chicago.

Universal to Show

(Continued from page 1)

new wide-screen for its presentation of "Thunder Bay."

Weiner said the screen for the 3-D presentation on the Coast will approximate the size of the U-I screen at the State, which will measure 46 feet wide and 24 feet high, filling the proscenium arch. Polarizing glasses will be employed, it was stated.

The U-I screen was said to be made of a textile sprayed with an aluminum solution, offering a light magnifying factor of 4 to 1. This magnifying factor was credited with making it possible to show 3-D pictures as effectively as 2-D films, providing a panoramic effect for 3-D heretofore unobtainable. The screen was said to be curved on a 90-foot radius and the depth of the curvature in the Loew's State installation was said to be about three feet.

Weiner, in his description of U-I's new screen, claimed that it was an all-purpose screen, adaptable to today's picture projected either in standard or large size as well as new pictures filmed in either two or three dimensions especially for the new wide screen. This screen, it was stated, can take any picture having an aspect ratio of 2 to 1 or less, including today's standard picture having a ratio of 1.33 to 1. Weiner declined to discuss specific competing wide-screen systems of other companies, reiterating that U-I's screen can take any

picture coming out of Hollywood.

Weiner said the U-I screen will be manufactured and distributed by the regular screen companies and, as to costs, he estimated that it would be from 20 to 30 cents more per square foot than the standard screen. The U-I process, he continued, will also require a different projection lens and a new aperture plate.

Weiner saw no standardization of processes in the offing, stating that the public will decide which method it prefers.

U-I Executives Coming For 'Bay' Premiere

Universal-International studio executives headed by William Goetz, in charge of production, and Edward Muhl, vice-president and general production executive, are scheduled to come to New York for the world premiere of U-I's "Thunder Bay" at Loew's State Theatre next Tuesday evening, marking the debut of U-I's full-stage screen and stereophonic sound system.

Milton R. Rackmil, Universal president, and Alfred E. Daff, executive vice-president, who are currently at the studio for conferences, will return here for the premiere. James Stewart, star of the picture, arrived in New York last night for 10 days of promotional activity and to attend the premiere.

Cinerama Directors Continue Meetings

Directors of Cinerama Productions continued their meetings here yesterday, now in their second week, but the expected announcement of the outcome of discussions concerning a possible financial and managerial tie-in with Stanley-Warner Theatres failed to materialize at the end of the day. The meetings are scheduled to be resumed today.

Newsreels

(Continued from page 1)

been sufficiently exposed to the wide screen medium. However, if there is a demand for such wide screen presentation encompassing newsreels and short subjects, it can be done, Weiner added.

Maurer's Father Dies

George C. Maurer, head of M-G-M's sales development department here, was called to Buffalo yesterday afternoon by the sudden death of his father, George Maurer. He is survived also by a daughter, Mrs. Robert LaClair of Buffalo.

More Top 'Wax' Grosses

Warner Brothers' 3-D "House of Wax" continues to gross heavily in its openings over the country. In its first three days at the Indiana Theatre, Indianapolis, Friday, Saturday and Sunday, the picture reportedly drew \$15,342. At the Mary Anderson, Louisville, the take for the first four days was said to be \$10,044.

Republic Publicists Join Local 230

The Sign-Pictorial and Display Union, Local No. 230, yesterday was selected by members of Republic's home office publicity, advertising and exploitation departments as their bargaining agent. The union is affiliated with the Brotherhood of Painters, Decorators and Papers Hangers, AFL.

The election, which resulted from a petition by Local 230, was authorized by the National Labor Relations Board. The affected employees formerly were members of the Screen Publicists Guild of District No. 65.

Kaufman Leaving S-W; Given Party

Lou J. Kaufman, for more than 20 years an executive of Warner Brothers Theatres in the film buying department, was tendered a farewell luncheon yesterday, at the Hotel Astor by his associates in Stanley-Warner Theatres and his former associates in Warner Brothers. Kaufman is retiring from active business. He plans to make his home in Florida.

Harry M. Kalmine, general manager of Stanley-Warner, presided at the luncheon and presented Kaufman with a wrist-watch.

Gering to Work Abroad

Marion Gering, G-L Enterprises president, left here yesterday by plane for Rome where he will start production on a TV series, "Theatre of the Fates."

Sound System

(Continued from page 1)

lens and Miracle Mirror screen.

To accommodate the quartet of magnetic sound tracks, Earl I. Sponable, the company's research director, and his staff narrowed the sprocket holes of standard 35-millimeter film from .110 to .078 inches. Two of the tracks are placed on either side of the picture.

Changes required in the projector are a slight reduction in width of the teeth of the intermittent and other sprockets and the addition of a simple multiple film-driven sound head installed between the upper magazine and the regular projection head.

With these changes, the standard theatre projector becomes compatible not only with CinemaScope projection but with every existing film-and-sound system, according to the company.

Will Effect Savings

The new process will effect a saving of millions of dollars in the examining, processing and shipping of film, in addition to projection booth costs, and millions of feet of film stock now needed for separate sound tracks, 20th-Fox stated.

The new sound head is being produced by General Precision, RCA, Altec and Westrex and will be available, along with the anamorphic lens and Miracle Mirror screen, for showings of "The Robe," first of 20 CinemaScope productions thus far announced by 20th Century-Fox. Skouras stated that the new process, like CinemaScope, will be made available to the entire industry.

Previous to the development of the single-film stereophonic sound system it was necessary to project stereophonic sound from a separate track on a separate reproducer, creating problems of synchronization.

Feasibility of the four-track single-film system stems from the present-day utilization of acetate film which, unlike old-fashioned nitrate film, has practically no shrinkage and therefore permits the use of smaller sprocket holes, the company said.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

ALAN LADD JEAN VAN LADD ARTHUR HEFLIN

in **GEORGE STEVENS'** production of

"SHANE"

color by **TECHNICOLOR** • A Paramount Picture
plus Spectacular **STAGE PRESENTATION**

3 DIMENSION
NATURAL VISION
WARNERPHONIC
SOUND

HOUSE OF WAX
WARNERCOLOR starring
VINCENT PRICE

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PARAMOUNT

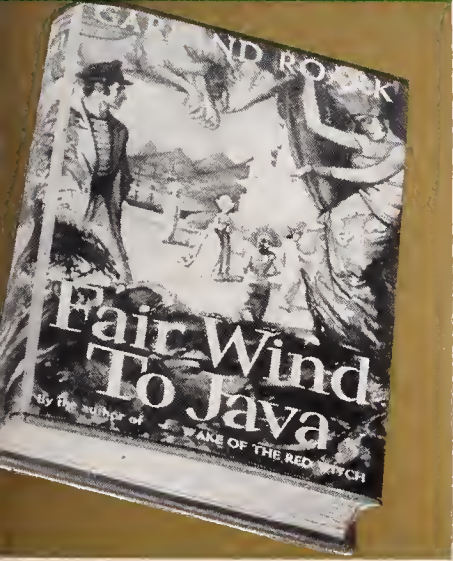
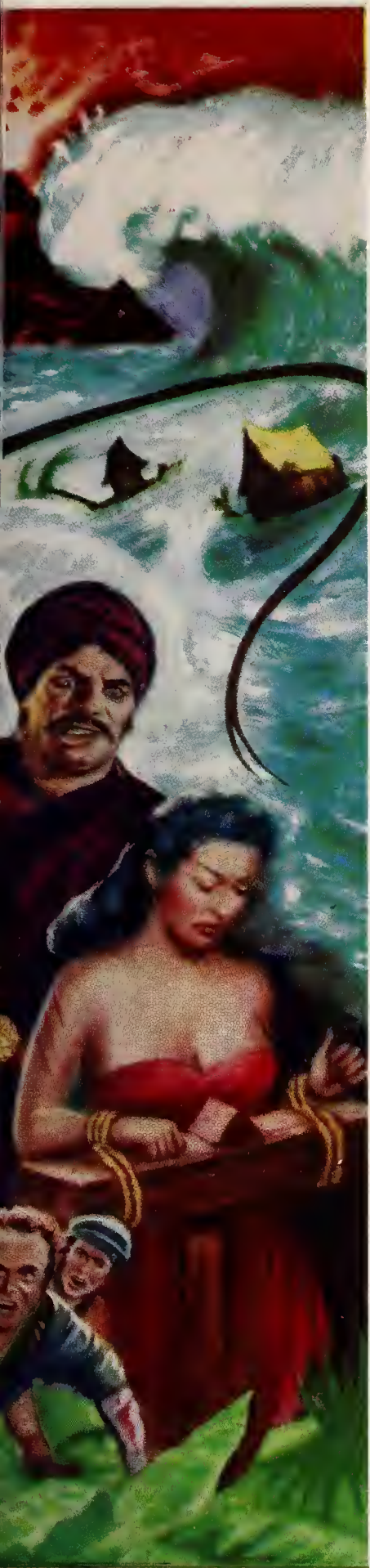
in person
XAVIER CUGAT
AND HIS WORLD FAMOUS ORCH.
TULARA LEE
JOSEPHINE DEL MAR
4 STEP BROS.

Midnight Feature

A collage of black and white photographs with a large orange overlay containing the text "IT HIT FLORIDA LIKE A HURRICANE". The photographs are torn at the edges, revealing the orange background. The photos include: a crowd of people; a building with a sign that says "DIAMOND"; a group of people in formal wear; a sign that says "PREMIERE"; and a sign that says "TO JAVA". The text is in a bold, white, sans-serif font, arranged in four lines: "IT HIT", "FLORIDA", "LIKE A", and "HURRICANE".



Intrigue... mutiny... piracy... a passionate love story... and the sensuous background of the East Indies combine for spectacular entertainment in this roaring sea drama from the best-selling novel by Garland Roark, author of the boxoffice hit, "Wake Of The Red Witch." Brought to the screen in dramatic Trucolor... climaxed by the excitement of the volcanic eruption of Krakatau and one of the most sensational tidal waves ever filmed!



HERBERT J. YATES

presents

FRED MacMURRAY
VERA RALSTON

in

FAIR WIND To JAVA

TRUCOLOR BY CONSOLIDATED

with

ROBERT DOUGLAS · VICTOR McLAGLEN

JOHN RUSSELL · BUDDY BAER

CLAUDE JARMAN, JR. · GRANT WITHERS

Screen Play By **RICHARD TREGASKIS**

Based on the Novel By **GARLAND ROARK**
Author of "Wake of the Red Witch"

Associate Producer-Director **JOSEPH KANE**

A REPUBLIC PICTURE

Republic Pictures Corporation

**Now sweeping the Country
in a saturation of Dates!**

Booked Solid in Texas!

Interstate Circuit Inc. • Rowley-United

Jefferson Amusement • Claude Ezell & Associates

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**and over 300 Independents
in Top Theatres Everywhere!**

Metropolitan, Boston • 20th Century, Buffalo

Paramount, Atlanta • Midwest, Oklahoma City

Orpheum, Seattle • Allyn, Hartford

Paramount, New Haven • Denver and Esquire, Denver

Majestic, Providence • Lyric, Salt Lake

Test of N. Carolina Blue Laws Fails

RALEIGH, N. C., May 11.—The constitutionality of North Carolina's Sunday "blue law," which dates back to the 1740's, has been upheld by the state supreme court here in a test case brought by Charles B. McGee, Charlotte exhibitor, who had appealed from a conviction on a charge of violating a city ordinance in keeping open his drive-in theatre on a Sunday night.

McGee contended among other things that the state act empowering municipalities to regulate Sunday activities discriminated against motion picture theatres, since radio and television stations are permitted to operate Sundays. Justice E. B. Denny, who wrote the court's opinion, rejected this contention, stating that "In our opinion the operation of a motion picture theatre is an entirely different business from that of operating a radio or television station and these operations may be placed in different classifications."

Industry Committee

(Continued from page 1)

the past few weeks, includes Herman Becker, William Brandt, Max A. Cohen, Edward Fabian, Emanuel Frisch, J. J. Goldberg, Julius Joelson, Walter Reade, Jr., Harold Rinzler, Samuel Rinzler, Donald Rugoff, Fred Schwartz, George P. Skouras, Spyros Skouras, Jr., and Morton Sunshine.

On the purchasing agents committee with Moss are Charles Beigel, Ethel Black, Jules Catsiff, Milton Green, George Hornstein, Herman R. Maier, Harry Nadel, Robert Schwart, Herbert L. Smith and Dan Smolen.

Meanwhile, 13 film executives have been named to join the ranks of the executive committee by chairman Adolph O. Schimel. Most of the new executive committee members are also serving as company chairmen. The executive committee now numbers 43. New members are William Brenner, Edwin W. Aaron, Leon J. Bamberger, Harry Kalmine, Edward Fabian, Irving Greenfield, Edward L. Human, Arthur Israel, Jr., Harry Mandel, Joseph R. Vogel, Adam Wachtel, Julius Collins and Mortimer Wormser.

F. McCarthy Named To Republic Board

Franklin McCarthy was elected to the board of directors of Republic Pictures at a meeting held yesterday at the company's home office. Herbert J. Yates, company president and board chairman, presided. McCarthy is an executive with Eastman Dillon and Co.

A dividend of 25 cents per share on preferred stock, payable July 1, to stockholders of record on June 10, was declared.

Yates arrived in New York over the weekend from Hollywood for a short visit at the home office.

Thomas Quits

(Continued from page 1)

pany for alleged violation of a loan commitment.

Thomas, before joining Souvaine, was an independent producer, president of PRC and an executive of Monogram of which he was a founder.

Review

"The Desert Rats"

(20th Century-Fox)

HERE is almost a flawless production from the standpoint of technical, directorial and acting perfection. Its box-office potentials probably will have to depend on smart showmanship and carefully planned promotion, as there is neither a woman in the cast nor even a tinge of romance. It is a documentary account of a 1941 episode, or series of episodes, which turned the tide of battle in the African phase of World War II when the German forces of Field Marshal Rommel and the British and Australian forces were battling it out for desert supremacy. It should appeal strongly to men.

The all-male cast has been selected with expert care. While James Mason is a standout name for billing, his part, as fine as it is, is almost a minor one as he appears in only a few but important sequences. But he gives a convincing performance as the cunning Nazi militarist. Top acting honors go to Richard Burton who plays a British captain of all-Australian unit. He is ably supported by Robert Newton, an inebriate British ex-school teacher who joins the Australian army "on a wave of beer suds" and finds himself under the command of a former pupil, Burton.

The story by Richard Murphy is centered on the necessity of holding Tobruk, the fall of which would pave the way for Rommel to capture Suez. With inexperienced Australian troops, Burton is assigned the task of stopping Rommel. The strategic maneuvers in accomplishing the goal comprise the principal segments of the narrative. There are commando attacks, skirmishes and open battles, reaching a climax when the Australian commandos break through the German lines, disguised as Italian soldiers, and blow up a subterranean ammunition depot.

The battle scenes are tense and realistic, often gruesome in their realism. The ending has a familiar touch, that of the detachment being rescued by reinforcements just as hope fades.

Robert L. Stacks produced and Robert Wise directed, combining their efforts into a picture, which, in its class, is a contribution to the history of War World II.

Others in the large and capable cast are Robert Douglas, Torin Thatcher, Chips Rafferty, Charles Tingwell, Charles Davis, Ben Wright, James Lillburn, John O'Malley and Ray Harden.

Running time, 88 minutes. General audience classification. May release.

AL STEEN

Hospital Visit

(Continued from page 1)

tional Screen Service president, who is a vice-president of the Will Rogers Memorial Hospital.

The party will leave New York the night of June 25, arriving at the hospital the next morning. A tour of the hospital and its facilities will include inspection of improvements made during the past year, including the progress of the institution's laboratory and research program. The Harold Rodner Memorial plaque will be unveiled in the newly redecorated main lounge of the hospital. The tour of inspection will be under the direction of A. Montague, Columbia vice-president and general sales manager, who is president of the hospital.

Mankiewicz

(Continued from page 1)

Barefoot Contessa," an original story of his. He will also do the screenplay, as well as produce and direct the film. It will be made abroad.

Mankiewicz will leave here by plane today for Europe to confer with Arthur Krim, U.A. president, who is now abroad, and to line up personalities, studio facilities and locations for the film.

While at 20th Century-Fox, Mankiewicz won Academy Awards for screenplay and direction in 1949 with "A Letter to Three Wives," and in 1950 with "All About Eve." His 1952 film, "Five Fingers," was nominated for an Academy Award. He recently completed directing "Julius Caesar" for M-G-M.

Ritzes Set B'way Play

HOLLYWOOD, May 11.—The Ritz Brothers are readying for Broadway presentation a musical comedy titled "Three Vaqueros," by Sid Kuller and Christopher Lambkin.

F. and M. Appeal

(Continued from page 1)

National Theatres and Fox West Coast Theatres are also defendants in the F. and M. suit, and joined in today's brief asking the high court to turn down the appeal.

The distributors told the court that there are "many ample reasons for playing pictures first-run in the downtown Los Angeles and Hollywood areas." They insisted that the distributors had acted individually on the basis of these reasons in insisting that their pictures receive first-run exhibition in the downtown and Hollywood sectors and "refusing to dissipate their value by exhibiting them on that run in neighborhood theatres." They said they did not think the Supreme Court, in the Paramount case decision, "wanted to require the defendants to jettison sound business judgment in selecting the means for best exploiting and selling their films."

Mason Bill

(Continued from page 1)

Humphrey told Congress the 1954 fiscal year budget could not be balanced. Over the weekend, the staff of the House-Senate Committee on Internal Revenue Taxation said next year's deficit would probably be lower than President Truman predicted in January but still might be as high as \$5,900,000,000.

It has been widely admitted in industry circles that claims of revenue loss resulting from the Mason Bill would be one of the major problems faced by the bill's backers, even though the industry claims this revenue loss would be minimal or recovered through other taxes paid by the film companies. The dark Federal financial picture makes this problem even greater than it might have been, it is believed.

3-D Foists Business On ATIO Meet

Indianapolis, May 11.—New technical developments in the industry have forced Allied Theatre Owners of Indiana to ignore tradition and actually schedule some business sessions to be held during its annual get-together at French Lick Springs, Ind., June 10 and 11.

As has been customary, both days will be devoted exclusively to play and relaxation. However, a board of directors meeting will be held the night of June 9 and the following night a business meeting will be addressed by experts on the new projection systems and screen problems, particularly those of small exhibitors.

Highlight 3-D

(Continued from page 1)

Stereocolor. There will be a screening of "Fort Ti" with Joan Vohs, star of the 3-D picture, making a personal appearance.

National and regional officials will be on hand to discuss latest developments in Allied projects and to talk over exhibitor problems. The list of speakers includes Abram F. Myers and Wilbur Snaper, national Allied; Bill McCraw, Variety International, and Mrs. Maude Jeffries, Piedmont, Mo., widely-known exhibitor.

Subjects for discussion include film clinics for theatres and drive-ins, a report on the 20 per cent admission tax including a report on Senate hearings and legal action. In addition, there will be information on film prices, clearances, pre-releases, discrimination and trade practices and "How to Meet TV Competition and Stay in Theatre Business."

Open house parties are planned by Alexander Film Co., Manley, National Theatre Supply and United Film Advertisers.

Iowa-Nebraska Allied officers are Leo Wolcott, chairman of the board; Al Myrick, president; Mrs. Thelma Parsons, Arnold Meierdircks and Al Wuebben, vice-presidents; Elmer Huhnke, treasurer, and Charles Jones, secretary.

Exchange Pacts

(Continued from page 1)

ing that industry conditions have changed since the new pact talks started, the locals with which the distributors previously were unable to reach an agreement have requested the return of the committeemen to conclude the negotiations.

Talks on a new pact for the New York exchange workers have not been held, but conferences will be held when the distributors' teams return here.

GET THAT

EXTRA TOUCH of Showmanship

Get all your **SPECIAL TRAILERS** 'GOOD and FAST' From

FILMACK

1327 S. WABASH AV. CHICAGO
630 NINTH AVE. NEW YORK

It adds up!

Have you been wondering where your money's going? Just add up your Cost of Living which, according to the Bureau of Labor Statistics, has risen 90.8% from 1939 to 1952 . . . then, add to that, the increased cost of *Theatre Equipment and Supplies*, which Exhibitors Digest cites as having skyrocketed 98.9% from 1940 to 1952. It adds up to heavily increased costs on just about everything you buy . . .

Add it up for yourself and then compare the negligible increase, IF ANY, you've received from NSS during this same period of spiraling costs.

Yes, COMPARE *all* your costs with the LOW COST, Service-With-A-Smile policy of the Prize Baby.

NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY



FOOD
133.2%
INCREASE

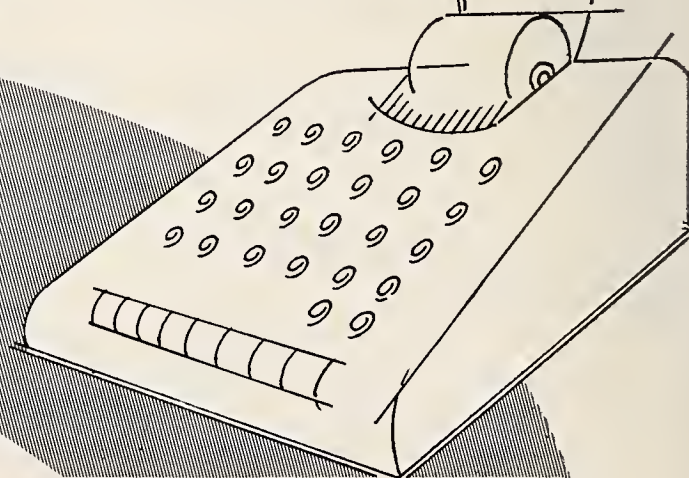
**HOUSE
FURNISHINGS**
105%
INCREASE

APPAREL
102.3%
INCREASE

FUEL
47.6%
INCREASE

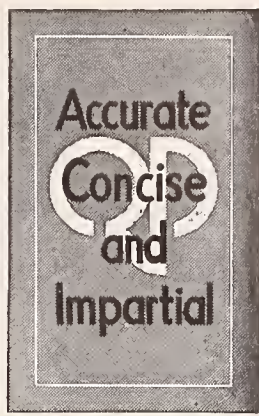
RENT
42.4%
INCREASE

**THEATRE
EQUIPMENT
AND
SUPPLIES**
98.9%
INCREASE





MOTION PICTURE DAILY



VOL. 73. NO. 92

NEW YORK, U. S. A., WEDNESDAY, MAY 13, 1953

TEN CENTS

Para. Screen Said to Offer New Look Now

Schwalberg Cites Need In Transition Period

A simple program, calling for the adoption of the wide-screen advocated by Paramount Pictures, for theatres desiring to give all motion pictures a

"new look" now was outlined here yesterday by top Paramount officials.

The importance of capitalizing on the transition period was underscored by A. W. Schwalberg, president of Paramount Film Distributing Corp., and

Jerry Pickman, vice-president. They claimed the screen advocated by Para-

(Continued on page 4)

Republic's Newbery In Sales Meet Here

Republic's director of sales, C. Bruce Newbery, will meet several branch managers today at the company's home office.

Herbert J. Yates, president, will address the group. The agenda includes discussion of key openings of "Fair Wind to Java," as well as promotion of John Ford's "The Sun Shines Bright." Plans for the forthcoming release, "City That Never Sleeps," will also be discussed.

Field sales manager John P. Curtin will head a group including Arthur

(Continued on page 5)

TOA Convention Units Meet May 26

Committee chairmen of the 1953 convention of the Theatre Owners of America will meet in Chicago on May 26 to set preliminary plans for the conclave and trade show scheduled for Nov. 1-5 at the Conrad Hilton Hotel in that city. The meeting will be attended by Alfred Starr, TOA president; Herman Levy, general

(Continued on page 5)

N. Agnew Joins Republic As an Aide to Yates

Neil Agnew, former vice-president in charge of distribution for Paramount, has joined Republic Pictures as special assistant to Herbert J. Yates, president.

Agnew, a veteran in distribution, started with Paramount in Chicago as a salesman in 1929, rising to branch manager, division manager and assistant general sales manager before becoming head of distribution for Paramount in 1935.



Neil Agnew

Delay 3-D Show At Ia.-Neb. Meet

DES MOINES, May 12.—Col. B. J. Palmer's long-heralded demonstration of his new 3-D process, Stereocolor, did not materialize at the Iowa-Nebraska Allied convention here today. Instead, more than 200 persons attending the convention at the Hotel Fort Des Moines heard the colonel give a word picture of R. E. Schensted's invention.

Schensted, an Iowa chiropractor,

(Continued on page 4)

Many Exhibitors Say:

TOO EARLY FOR STANDARDIZATION

Polaroid Glasses On 'Open Market'

Distribution of 3-D spectacles manufactured by the Polaroid Corp. of America will be handled on an "open market" basis after July 15. On that date Milton Gunzburg's exclusive contract with Polaroid will expire. The glasses, it was reported here yesterday, will be sold through supply dealers and any other type of establishment that wants to stock them. There will be no franchise arrangement whereby territories will be acquired by individual dealers.

Fear Progress May Be Throttled, Interest of Public Dulled Too Soon

Important segments of exhibition are convinced that standardization of the new technical processes is not desirable at this time and, in fact, might lead to premature loss of interest by the public in whatever new technique might be agreed upon as standard.

The reasoning is that the numerous wide screen, three-dimensional and stereophonic processes now being used or in process of development have re-awakened public interest in motion pictures and injected excitement and enthusiasm into production and exhibition. Experienced and influential exhibitors feel that public attention will best be kept focused on mo-

(Continued on page 5)

Scollard Joins NSS In Executive Post

Clinton J. (Pat) Scollard, industry executive, has joined National Screen Service in a special executive capacity under president Herman Robbins.

Scollard entered the industry as manager of exchange operations of FBO in New York, subsequently becoming treasurer of the company. Later he became executive vice-president of Pathe before joining United Artists as executive vice-president.

Heavy N.T. Outlay For New Techniques

LOS ANGELES, May 12.—Substantial expenditures will be required for equipping and remodeling National Theatres houses for three-dimensional, wide-screen and stereophonic sound, Charles Skouras, president, informs company stockholders in an interim report.

"The tremendous interest displayed by the public in the new processes is most encouraging," Skouras asserts. "We are confident that the money will be well spent." He promised stockholders a further report on the pro-

(Continued on page 5)

Allied Leaders Call Press Conference for Next Week But Won't Say What About

Washington, May 12.—Allied States has called a press conference for next Tuesday in the office of Abram Myers, its chairman and general counsel, here to discuss what it describes as "a development of the highest importance and interest to exhibitors and the industry in general."

Myers declined to reveal the subject of the conference but the fact that Trueman Rembusch, chairman of Allied's committee on television and third-dimension, will attend led to speculation that it will have to do with some phase of the new production and exhibition techniques.

In addition to Myers and Rembusch, also present at the conference will be Wilbur Snaper, Allied president, other Allied officers and an unidentified guest described only as "an important figure in another division of the motion picture business."

Wilbur Snaper, Allied president, refused comment on Allied's Washington press conference next week. Snaper was reached in Des Moines, where he is attending the Iowa-Nebraska Allied convention.

3-D High on Agenda Of Kan.-Mo. Meet

KANSAS CITY, May 12.—The annual convention of Allied Independent Theatre Owners of Kansas and Missouri will open here tomorrow at the Hotel Phillips. After registration there will be a luncheon with national Allied president Wilbur Snaper speaking. A business session with an election will be held in the afternoon.

Three-dimension will be the chief topic of the convention.

Personal Mention

EDWARD L. WALTON, assistant to J. R. GRAINGER, RKO Pictures president, left here last night for the Coast.

JACK SILVERTHORNE, manager of the Hippodrome, Cleveland, Mrs. SILVERTHORNE, LEONARD GREENBERGER, manager of the Fairmount, and IRWIN SHENKER of Berlo Vending Co., both Cleveland, have left here for Mexico City to attend the Variety Clubs International convention.

STEVE BROIDY and HAROLD MIRISCH, president and vice-president, respectively, of Allied Artists, are in Miami from Hollywood to prepare for next week's international sales convention.

W. C. GEHRING, 20th Century-Fox executive assistant general sales manager, will address the Philadelphia Motion Picture Council at the Warwick Hotel there tomorrow.

HENRY L. NATHANSON, head of M-G-M Films of Canada, Toronto, and HILLIS CASS, Montreal manager, are scheduled to return to their offices from here today.

LEON J. BAMBERGER, RKO Radio sales promotion manager, will be a speaker at the Western Pennsylvania Allied convention in Pittsburgh, May 19.

MAE KELLY, RKO Theatres stage show booker, will leave here tomorrow on the *S.S. Mauretania* for a tour of Ireland, accompanied by her sisters FLORENCE and SARAH.

JACK A. SANSON, Manchester, Conn., manager for Stanley Warner Theatres, has been elected president of the Manchester Chamber of Commerce.

KAY HARRISON, director of foreign affairs for Technicolor, and Mrs. HARRISON, will leave here today for England on the *S.S. Queen Mary*.

DAVE CANTOR, RKO Radio home office exploitation manager, has returned here from Denver.

DAVID E. ROSE, producer, is here from England and will leave in a few days for the Coast.

Depinet Received \$101,360 in 1952

WASHINGTON, May 12.—Ned E. Depinet earned \$101,360 as president and director of RKO Pictures during the fiscal year ended Jan. 3, 1953, the Securities and Exchange Commission was informed here.

Depinet resigned the presidency soon after the conclusion of the unsuccessful Ralph Stolkin deal to buy out Howard Hughes' controlling stock interest in Sept., 1952. Other company salaries listed were: William H. Clark, treasurer, \$39,420, and J. Miller Walker, vice-president and general counsel, \$40,580.

To Screen 'Moon' On U.A.'s Appeal

An appeal from the Production Code Administration's withholding of a seal from "The Moon Is Blue" will be taken here next week. United Artists will screen the production for presidents of member companies of the Motion Picture Association of America. The presidents, if they approve the picture, have the authority to override the PCA's position.

Meanwhile, the picture will be previewed in Loew's 72nd Street Theatre tomorrow night.

Women's Clubs Cite Films' Best Year

WASHINGTON, May 12.—The American public saw a greater number of outstanding motion pictures during the past year than in any previous 12-month period on record. This is disclosed in the annual film survey made by the motion picture committee of the General Federation of Women's Clubs which rates and appraises pictures for the guidance of its 11,000,000 members. Of the films released in U. S. theatres from April 1, 1952, to March 31, 1953, the committee found 154 worth recommending.

Seventy-eight of these films, more than half of the total recommended, were awarded the committee's double-star ratings, signifying pictures of exceptional merit. This represents a 24-picture increase over the number so rated during the previous year and marks the highest total of pictures to win this distinction in the history of the Federation's film previewing activities. Single-star ratings went to an additional 37 subjects which were found noteworthy in social values and/or artistic and entertainment qualities.

On the basis of the number of films which met or surpassed the committee's critical standards, American theatres presented to the nation's theatre-goers an average of better than two exceptionally good feature pictures for every week of the year.

In her report of the committee's findings, Mrs. Dean Gray Edwards, motion picture chairman, observed that "never before have motion picture producers and the theatres of our country offered such an abundance and diversity of fine films."

The General Federation's Preview Committee is composed of some 35 members of affiliated clubs which represent a cross-section of American women throughout the nation.

'Thief' Contest Deadline

Deadline for exhibitors to enter 20th Century-Fox's showmanship contest for "The Thief of Venice" is June 1, the company reminds, with campaigns to be postmarked July 5 or earlier in order to qualify. First prize is a 10-day vacation trip by plane to Venice, Italy.

Johnston Reports on Overseas Film Status In Japan, Elsewhere

The status of import and monetary situations in Japan, Brazil, Belgium, Indonesia and Spain was discussed with foreign department managers of member companies of the Motion Picture Theatre Owners of America by president Eric Johnston here yesterday.

Johnston announced that remittances amounting to \$2,500,000 in frozen funds were due here this week from Japan and that the money would be distributed to the companies shortly after its arrival. In the last year, Japan has sent approximately \$9,000,000 in blocked funds to U. S. film companies.

A brief report was given on Indonesia where, it was indicated the prospects look good for an equitable film pact.

Johnston said that the hospitality shown to Governor Perzota of Rio de Janeiro and his wife during their recent visit here contributed materially to the cementing of good relations between the U. S. and Brazil.

Johnston, Russell and Bradley on Astor Stage

Rosalind Russell, star of RKO Radio's "Never Wave at a Wac," received a citation on the stage of the Astor Theatre here last night for her service in aiding and promoting the welfare of the Women's Army Corps. The citation was made by General of the Army Omar Bradley, who was introduced by Eric Johnston, president of the MPAA, who also introduced Miss Russell.

48 Films in Work At Italian Studios

Latest film production figures from Italy list a total of 48 major pictures now in work, being edited or about to go before the cameras, including a substantial number of co-productions with English, French and American companies, according to E. R. Zogniotti, U. S. representative of Italian Films Export.

The schedule includes Italy's first two 3-D productions, several Technicolor features, and a heavy casting of American stars in big-budget films, the IFE executive declared.

Grosses now being rolled up in the U. S. by "Anna" have demonstrated to Rome producers that Italian-made films of appeal can succeed in American circuits, he said.

Seven Italian Films At N. Y. Theatres

Seven Italian productions will be playing first-run engagements in the Broadway theatre area this week and next. This is said to be a new record here for foreign films.

"Bellissima," Anna Magnani starring picture, opens at the Trans-Lux 60th Street on Saturday. "The Secret Conclave" at the Bryant on Friday.

Para. Sets Basis of New Hal Wallis Deal

A basic agreement for a new 12-picture deal has been set by Paramount with Hal Wallis-Joseph Hazen. The pact will be signed when final details have been worked out by the latter. Wallis is remaining here until the details have been straightened out. Y. Frank Freeman, Paramount production head, who represented the company in the discussions, has returned to the Coast.

Would Settle Mayer, Rubin Pact Suits

A hearing has been set for May 26 in U. S. District court here on proposals to settle two actions brought by Loew's stockholders attacking the validity of contractual relations between the company and Louis B. Mayer and J. Robert Rubin. Plaintiffs represent approximately 575 shares of the 5,142,615 shares of Loew's stock outstanding.

One stockholders' action attacks the acquisition by the company for \$2,750,000 of Mayer's residual rights, amounting to 10 per cent, of net receipts from distribution or other disposition of all pictures produced under his supervision and 10 per cent of the value of stories of pictures re-used or sold after termination of his employment. Mayer offers to pay the company \$150,000 in settlement of the action.

Another suit attacking a provision in Rubin's contract giving him a 5.4 per cent residual right in net distribution profits and in pictures re-used or sold subsequently would be settled by Rubin's agreement to reduce his residual percentage rights to 5.1 per cent.

The proposals are made, it is stated, in order to save the time and cost of defending the actions, both Mayer and Rubin having been advised by counsel that the plaintiffs' claims are unfounded and without merit. Mayer's residual rights might exceed in value the \$2,750,000 paid for them if the company's purchase of them were to be set aside now, the company believes.

Ennis on Altec Stereo Sound Drive

Bert Ennis, veteran industry publicist and advertising executive, has been engaged by Altec Service Co. to conduct a special promotion campaign on stereophonic sound systems, L. D. Netter, Jr., general sales manager, announced yesterday.

Ennis, who directed publicity and advertising for the Roxy Theatre, Columbia Pictures, and was associate advertising manager of Paramount, will concentrate on wide-scale promotion of Altec's stereophonic sound system.

Run the Joan Crawford Cerebral Palsy Campaign Trailer Now.

"YOUNG BESS"

(THE LOVE STORY OF A PRINCESS)

SPECTACLE IN 'QUO VADIS' CLASS"

—BOXOFFICE MAGAZINE

WORLD PREMIERE MAY 21st! RADIO CITY MUSIC HALL!



ABOVE: Four of the Six Lobby Door Panel Set. Giant size cards 20" x 60" in full color.

HOW TO ADVERTISE "YOUNG BESS" THE LOVE STORY OF A PRINCESS.

1. Study the pressbook. M. P. Herald says, "M-G-M introduces more new ideas in their press-book than any other company." "Young Bess" tie-ups and accessories are tops in ticket-selling.
2. Where engagements are close to the Coronation, capitalize on the timeliness and **BE SURE TO STRESS THAT THIS IS A GREAT TECHNICOLOR FILM DRAMA BASED ON A GREAT NOVEL OF THE FIRST QUEEN ELIZABETH (YOUNG BESS).**
3. In all types of promotion, in all advertising, use the following catchline prominently to describe the title: **"YOUNG BESS" THE LOVE STORY OF A PRINCESS.**
4. In engagements that follow the Coronation, eliminate all copy referring to this event and confine copy to picture itself. Book it! Exploit it! It pays off.



M-G-M presents In Color by Technicolor "YOUNG BESS" (The Love Story Of A Princess) starring JEAN SIMMONS STEWART GRANGER • DEBORAH KERR • CHARLES LAUGHTON • with Kay Walsh • Guy Rolfe • Kathleen Byron Cecil Kellaway • Leo G. Carroll • Rex Thompson • Screen Play by Jan Lustig and Arthur Wimperis Based on the Novel by Margaret Irwin • Directed by George Sidney • Produced by Sidney Franklin

Para. Screen

(Continued from page 1)

mount—the screen with a 1.66 to 1 ratio—can be used for present product, reissues, 3-D, other aspect ratios and product slated for the foreseeable future. It is inexpensive, adaptable to almost any theatre, and requires no structural changes, they added.

Process Involves

The process was said to involve only a new screen, a new commercial lens for the projector and an altered aperture plate. It was claimed that the aspect ratio of 1.66 to 1 was obtained so that the maximum number of theatres could be encompassed in the program to give the screen a "new, romantic, exciting look" which will bring cash into the box-office. "Most important of all," it was stressed, "with the new Paramount screen, exhibitors can start immediately to cash in on the enhanced values, screen-wise and publicity-wise, of the large supply of good pictures currently available and to be available not only from Paramount but from other studios."

Dr. Charles R. Daily, a member of Paramount's research department, joined Schwalberg and Pickman in pointing out that Paramount was not in the equipment business and that the screens and other needed accessories will be made available by regular equipment outlets. The screen advocated by Paramount, it was added, could be used for 3-D by giving it a metallic surface. Stereophonic sound could also be used in conjunction with the new panoramic screen, it was pointed out.

As shown in a model, the screen is larger and wider than conventional ones and is curved. It also is framed with surrounds or wings that are also curved. Slides were utilized to show how the screen could be used for various screen ratios, running from the present 1.33 to 1 to 2 to 1. The 1.66 to 1 ratio now used in shooting of all Paramount product, was advocated, however.

Suggests Survey

Dr. Daily said an exhibitor desiring to install the new screen should first have his theatre surveyed by competent technicians before proceeding with the installation. The cost of the alterations was measured in hundreds of dollars rather than thousands.

The size of the screen, it was added, would vary in relation to the size of the theatre.

Adolph Zukor, chairman of the Paramount board, who was present at the press conference, said the exposition should help to clear up some of the confusion. He said the Paramount screen will "get the most out of existing pictures." This will make it possible to live through the transition period," he added.

Pickman called upon exhibitors when they adopt this new screen technique to properly merchandise the change-over and capitalize on the public's appetite for new screen dimensions.

Dramatize Screen

Schwalberg, in response to a question on whether the medium is also adaptable to short subjects and news-

Reviews

"Dangerous When Wet"

(Metro-Goldwyn-Mayer)

Hollywood, May 11

HIGH ON THE LIST OF THINGS the motion picture does better than any other medium is the producing of light, colorful tales about pleasant, talented people engaged in nothing more earnest than amusing you.

In this case the pleasant, talented people are, in the order of their billing, Esther Williams, Fernando Lamas, Jack Carson, Charlotte Greenwood, Denise Darcel, William Demarest and Donna Corcoran (not to mention Tom and Jerry, Fred Quimby's cartoon children, who swim along with Miss Williams in a charming sequence about midway through the picture).

The light, colorful tale is a confection by Dorothy Kingsley, the color handsomely provided by Technicolor, and the amusement, furnished at one time or another by nearly everybody in the cast, is at its best in the hands of Miss Greenwood and Demarest.

If, with all this in its favor, the production needed anything else to guarantee its audience success, that could be songs by a couple of gentlemen as skilled in their art as Arthur Schwartz and Johnny Mercer, who supply four numbers high above filmusical level—if "I Got Out of Bed in the Right Side" doesn't top the Hit Parade in short order somebody in the statistical department's using loaded dice.

This attraction is as sure-fire as anybody's got a right to expect any picture to be.

George Wells produced this altogether pleasing package, and Charles Walters directed, it both gentlemen seeming to have enjoyed themselves in doing so, although froth is never fabricated that easily. The script by Miss Kingsley sets up Miss Williams, Barbara Whiting, Miss Greenwood and Demarest as a farm family composed entirely of star swimmers, avocationally, and Carson as a pep-drink promoter who comes to the community and sells the family on swimming the English Channel under commercial sponsorship to get money they need to buy a bull that will somehow put their farm on its economic feet (no use trying to make a thing like this sound sensible). Lamas is seen as a young French wine merchant whose yacht is useful to Miss Williams, who falls in love with him, and so on. In some occult fashion the producer, director or somebody manages to make the channel-swim, never taken seriously, a suspenseful sequence.

"I Got Out of Bed on the Right Side" is used by the swimming family somewhat as "Hi Ho" was used by the Seven Dwarfs in Walt Disney's "Snow White," and with the same steadily-building effectiveness. "I Like Men," sung smartly by Barbara Whiting, and "In My Wildest Dreams" and "Fifi" are also striking numbers. Charlotte Greenwood's free-wheeling dance routine, performed with all the easy abandon of her 'teen-age fame, is a special treat for everybody in the theatre.

Running time, 95 minutes. General audience classification. Release date, July 3. WILLIAM R. WEAVER

"Fort Ti"

(Natural Vision 3-D)

(Columbia Pictures)

ACTION fans should get a kick out of a number of special 3-D effects in this outdoor historical drama, done in the main, along formula lines. A flaming torch, for example, is thrown at the audience and bats appear to fly out of the screen in another scene. However, there is little else in this color by Technicolor film to stamp it much above standard action dramas which highlight Indians, fisticuffs, and romance. Nevertheless, these ingredients have box-office value and the added factor of 3-D may swell the gross with proper exploitation.

The story takes place during the pre-revolutionary period in American history, when the colonists were allied with the English against the French and Indians. George Montgomery as a captain in the rangers must cope with Indian raids, spies and the freeing of his sister, held captive in Fort Ticonderoga. The performance of his mission leads him into a romance with attractive Joan Vohs and involves him in a love triangle with curvaceous Phyllis Fowler and Ben Astar. Another sub-plot involves the treachery and redemption of an American spy, James Seay. The training and fighting of the American Rangers are the high-points of this 3-D film and some of the scenes should delight action fans. More exacting tastes may find some satisfaction in the novelty of 3-D, but this Sam Katzman production fails to rise much above a standard outdoor drama, despite 3-D.

Others in the cast are Irving Bacon, Howard Petrie, Cicely Browne, Lester Matthews, George Lee and Louis Merrill. William Castle directed from a screenplay and story by Robert E. Kent.

Running time, 78 minutes. General audience classification. May release.

MURRAY HOROWITZ

Natural Vision 3-D

The projection of the 3-D Natural Vision process, as seen in Columbia's screening room at the home office, was excellent. There were two intermissions during the presentation due to the fact that 17-inch magazines were used on one projector. With 24-inch magazines, it was stated, only one intermission would be necessary in most theatres. Polarizing spectacles were used.

reels, said he has advised exhibitors planning to use the new screen to play newsreels and short subjects in conventional dimensions so that the introduction of the wide-screen for the feature will be more dramatic. It can be used for newsreels in the larger dimensions, he added.

Ia.-Neb. Meet

(Continued from page 1)

was ill with the flu, Palmer explained, and could not give the scheduled demonstration. It has been reset for May 31 in Davenport, Ia.

Palmer called Stereocolor "3-D in natural color, created with one black and white film." He said one camera is used to project the film on a screen 25 per cent wider than most 3-D screens. Illumination, he said, is 50 per cent greater than in ordinary 3-D projection and 100 per cent greater than 2-D black-and-white or color. Palmer claimed "savings of millions" to exhibitors through use of Stereocolor.

Palmer, who has financial interests in Stereocolor, is the founder of the Palmer School of Chiropractic at Davenport. He owns and operates radio and TV stations. He was one of seven speakers on the first day's agenda. There were several last-minute changes in the program. Unable to attend the two-day meeting were A. F. Myers of National Allied, Bill McGraw of Variety and H. M. Richey of M-G-M.

Tomorrow night, the convention will see a demonstration of Naturscope by its inventor, Dr. Edgar I. Fuller of Fayetteville, Ark. Naturscope is said to convert present 2-D into 3-D.

Keynote Address

Allied States delegate Leo Wolcott, in a keynote address, lashed out at what he called "well conceived plan" by producers to close small theatres. He said 5,000 theatres have already closed up and 5,000 more are scheduled for closing if the producers' attitude continued. He urged continued vigilance on the part of the independent theatre operator.

Wolcott, while contending "Bwana Devil" had much to be desired, nevertheless said that the "Bwana bustle of 3-D has been good for all of us. Business has picked up as a result—maybe even one-half of one per cent—which is better than a loss." He asked for a "quick standardization of processes and equipment on a good one-machine-at-a-time system, without spectacles, at moderate prices, that TV can't have."

Wilbur Snaper, national Allied president, another speaker, advised exhibitors to use caution in making changes in equipment now for any type of new projection. He noted all are in an experimental stage and estimated the minimum cost for 3-D equipment with use of glasses at \$1,500. "The public will help decide," Snaper said, "what type of presentation it wants." At present, he said, it would seem the wide-screen type is best for small theatres.

Monday's program included an appearance by Joan Vohs, star of "Fort Ti," at a luncheon for the ladies and again before the exhibitors. Other speakers included Bob Hoff, president of the Theatre Equipment Supply Manufacturers Association, Bernie Mack and Mike Simons of M-G-M, who discussed public relations.

20th's 3-D 'Inferno' Released July 15

"Inferno," initial three-dimensional picture to be presented by 20th Century-Fox, filmed in color by Technicolor, and with stereophonic directional sound, will go into national release on July 15.

NEWS in Brief . . .

HOLLYWOOD, May 12.—Screen Directors Guild president George Sidney today released the names of 28 directors chosen by the State Department to direct the Government's series of three and four-reel films.

Directors, selected from a complete roster of the SDG membership, will be paid a minimum wage scale, and the Government will shape the shooting schedules to fit in with the directors' professional commitments.

W. Pa. Allied to Meet May 19-20

PITTSBURGH, May 12. — The 32nd annual convention and showmanship meeting of Allied Theatre Owners of Western Pennsylvania will be held in the William Penn Hotel here next Tuesday and Wednesday, May 19-20. The meeting had originally been set for May 4-5.

Among the speakers will be Herbert Barnett, president of the Society of Motion Picture and Television Engineers, and also vice-president of Cinerama.

Second-day talks will be made by Wilbur Snaper, national Allied president, and Abram F. Meyers, board chairman and general counsel. Charles Blatt of the state legislative committee will report on the bill to exempt theatres from the Pennsylvania enabling act. Si Fabian, president of Stanley Warner Co. will also be among the speakers.

The election of officers will precede the annual banquet.

Max Miller's Father Dies

PHILADELPHIA, May 12.—Michael Miller, 67, father of Max Miller, United Artists publicist, died here yesterday. He is survived by three sons, three grandchildren, a sister and two brothers.

Midwest 'Shane' Premiere at Lake

CHICAGO, May 12.—Paramount's "Shane" will have its Midwest premiere at the Balaban and Katz State Lake Theatre the evening of May 27.

Having been granted an extended run of eight weeks by Federal Judge Igoe, the Alan Ladd starrer will be shown on a wide-screen with stereophonic sound. Pictures not granted extended running time by the district court are limited to first runs of two weeks in "affiliated" theatres under provisions of the Jackson Park Decree.

Newbery Meets

(Continued from page 1)

Newman, Albany; Frank Dervin, Boston; Leon Herman, Buffalo; I. H. Pollard, Cleveland; Sam Seplowin, Detroit, and Jules Livingston, New Haven.

The district headed by James V. O'Gara, will be represented by branch managers George Kirby, Cincinnati; Bernard Brager, Indianapolis; William Murphy, New York; Norman Silverman, Philadelphia; I. T. Sweetney, Pittsburgh, and Jake Flax, Washington.

Standardization

(Continued from page 1)

tion pictures and theatres by the continuing introduction of new techniques and improvements and refinements of the present ones.

It follows, many such exhibitors are convinced that early standardization not only could rule out or discourage further research but also could lull the public into regarding the new standard as commonplace within a brief period of time and that, soon taking it for granted, interest in the theatre would again wane rapidly.

Their Attitude

Their attitude is: the more new systems, the merrier it will be. Everyone will have something to sell and shout about, and showmanship can maintain public interest and excitement at a peak for a long time to come.

In this corner will be found, among others, top showmen like Si Fabian, president of Stanley Warner and Fabian Theatres; Leonard Goldenson, president of American Broadcasting-Paramount Theatres; Sol Schwartz, president of RKO Theatres, and Alfred Starr, president of Theatre Owners of America, whose membership includes important circuit operators in all sections of the country.

From all current indications, production companies will go along with that thinking, if only for the reason that, with an unstandardized, wide open technical field, their own researchers may come up one day with the answer to the system that will command the widest public acceptance.

That is reflected in the M-G-M and

Warner announcements last week that their future productions will not be standardized but will make use of a variety of processes now available and, meanwhile, work will go forward on their own systems and their hopes for them. Paramount and most other studios are expected to follow much the same course. Even 20th Century-Fox, committed in the main of its own CinemaScope process, is uninterruptedly at work on refinements and improvements designed to give the ultimate edge to its offering.

With an all-purpose wide-screen, synchronized projectors and some new lenses as basic equipment, the exhibitors opposed to standardization have no fear of being caught unprepared in the foreseeable future by some radically new technique. And should that technique come, their reasoning is that the period of open and varied experimentation will be of sufficient duration to permit them to liquidate and profit on their investment in the basic new equipment now installed or on order.

One theatre executive put it this way: "Standardization now well might hamper progress. We don't want to see that happen. I do think, though, there should be a standardized screen ratio. All the various aspect ratios are insignificant in themselves, and the average patron can't tell the difference between any of them. A standardized screen ratio and standard lens could take care of all the standard 2-D pictures.

"There must be, too, an all-purpose screen for the new 3-D and depth-illusion wide-screen films. Apart from that, all innovations should be encouraged and the basic equipment should be able to take care of everything that's forthcoming."

N. T. Outlay

(Continued from page 1)

gram later and the benefits to be expected from it.

Fewer Theatres

Skouras's report attributed a \$1,094,597 decline in National Theatres' gross for the six months ended March 28 last, compared with the corresponding six months in the preceding fiscal year, to the fact that 411 theatres were operating in the most recent period, compared with 447 in the earlier one. Theatre divestitures under the Federal consent decree and closings for economic reasons accounted for the decrease in operating theatres, he said. The attendance decrease in the 26 weeks ended last March 28 was put by Skouras at 3,300,000 under the figure for the corresponding period a year earlier.

However, the net for the period was \$1,458,529, compared with \$1,135,265 for the 26 weeks ended March 29, 1952. Most of the difference was accounted for by lower operating and administrative expenses, which amounted to \$27,064,891 for the six months ended last March, compared with \$28,740,687 for the first half of the preceding year. Total theatre admissions and other theatre income amounted to \$32,543,521 in the period ended in March, 1953, compared with \$33,589,048 for the 26 weeks ended March 29, 1952. Skouras's report noted that the period covered usually is better than the last half of the year, which includes the spring and summer seasons.

TOA Convention

(Continued from page 1)

counsel; David Wallerstein, convention chairman; Dick Pitts, TOA publicity director, and Howard Bryant, service coordinator.

Also expected to be on hand at the planning sessions are James Coston, George Kerasotes, Al Kvooll and Edwin Silverman, convention co-chairmen; Chick Lewis, convention and trade show director; Charles McBreen, reservations and transportation; Elmer Upton, finance officer; William Hollander, publicity and advertising; Nate Platt, entertainment; Charles Cottle, banquet; Herb Wheeler, decorations; William Holden, arrangements; Ralph Smitha, reception; Harry Lustgarten, film exchanges; Alex Halperin, newsreels; Dave Jones, printing and badges; Mrs. John Balaban, Mrs. James Coston, Mrs. Edwin Silverman and Mrs. David Wallerstein, women's committee. John Balaban is honorary chairman.

'Dr. T.' to Criterion On Wide-Screen

Columbia's first wide-screen production, "The 5,000 Fingers of Dr. T.," a Stanley Kramer Co. musical in color by Technicolor, has been set to open at the Criterion Theatre here May 29.

A new wide-screen and stereophonic sound system will be installed in the theatre for the engagement.



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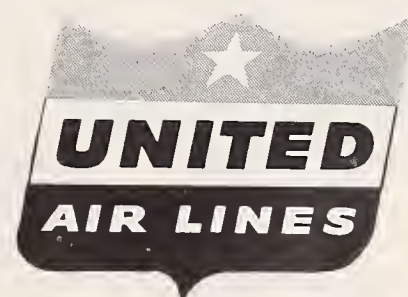
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"DESERT FOX"

HOUSE RECORD

AT ODEON,
LONDON!

What a performance
from Richard Burton,
star of "The Robe"!

THE DESERT RATS

starring **ROBERT
BURTON · NEWTON**
with Robert Douglas · Torin Thatcher
and **JAMES MASON** as ROMMEL
Produced by **ROBERT L. JACKS**
Directed by **ROBERT WISE**
Written by **RICHARD MURPHY**

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VOL. 73. NO. 93

NEW YORK, U. S. A., THURSDAY, MAY 14, 1953

TEN CENTS

S-W Cinerama Deal May Be Up to D of J

Prospects of Reaching Agreement Today Good

With a revised form of agreement for Stanley Warner Theatres' participation in Cinerama operations scheduled to be completed today, attorneys for both sides are expected to decide whether or not the deal should be submitted to the Department of Justice for examination and possible opinion prior to its consummation.

Stanley Warner, as new owner-operator of the divorced Warner Theatres, inherited liability to the Federal consent decree in the industry anti-trust case which, among other things, prohibits affiliation of a theatre operation with a picture company.

The Stanley Warner deal with Cinerama has a number of ramifications affecting not only Cinerama,

(Continued on page 5)

Vitapix Eyed As Competition

The reorganization of Vitapix Corp. for the purpose of supplying motion pictures to television stations is being eyed by exhibition ranks as a competitive force having a greater potential threat than what appears on the surface, it is understood. Vitapix, which was formed on the Coast three years ago, produced three Western pictures, but is now said to be branch-

(Continued on page 5)

Kan.-Mo. Meet Gives 3-D Top Billing

KANSAS CITY, Mo., May 13.—The sixth annual convention of the Allied Independent Theatre Owners of Kansas and Missouri, opening today at the Phillips Hotel, gave 3-D top billing.

Wilbur Snaper, president of national Allied, speaking at the luncheon, urged exhibitors to keep calm and move cautiously in the current state of confusion as to new types of pre-

(Continued on page 2)



TOMORROW! UA EXCLUSIVE! The first fight filmed in 3 DIMENSIONS! Rocky Marciano fights Jersey Joe Walcott for the World's Heavyweight Championship. Better than ringside! A sports event—a news event—a box-office smash! Book it NOW . . . thru UA.

(Advt.)

Industry's Loyalty Cited In New Repeal Arguments

WASHINGTON, May 13.—Rep. Poulson (R., Calif.) told Congress today that the 20 per cent Federal admission tax is "a hardship both on the public and the industry."

"The motion picture industry," he said, "has contributed more than any other single industry to the welfare of this country, from supporting the right causes, to doing the bidding of the government. Every President has called on the movies for help in times of stress. Motion picture actors, actresses, technicians and executives have given unstintingly whenever called upon by our government."

Poulson said that "nobody can deny that the motion picture industry has been kicked around. Sure, some of

(Continued on page 2)

Hearings on Tax Law Changes to Begin on June 16

WASHINGTON, May 13.—House Ways and Means Committee Chairman Reed (R., N. Y.), said his Committee would start hearings on June 16 on a comprehensive overhaul of the nation's tax laws, including several provisions affecting the industry.

Reed said the last of 40 items to be considered at the hearings would be excise tax rates. Presumably, if nothing has happened by then on the Mason admission tax bill, the industry could make a new pitch to the committee during these hearings.

Film distributors will probably want to be heard on another item—the tax

(Continued on page 2)

Ia.-Neb. Allied Hits Trade Practices

DES MOINES, May 13.—Allied theatre owners, in the concluding session of the two-day Iowa-Nebraska meeting, today condemned unfair trade practices in a resolution unanimously approved by the 200 delegates present. Producer-distributors engaging in such practices "were asked to quit them under penalty of law."

Attacked were: "failure to regularly

(Continued on page 2)

Grosses Prove Public 'Will Wear Glasses'

3 Features in 3-D Top \$5,000,000 U. S. Gross

Domestic grosses for the industry's first three features in three-dimension—"Bwana Devil," "House of Wax" and "Man in the Dark"—have passed the \$5,000,000 mark in an aggregate 20 weeks of playing time and less than an aggregate 1,400 dates.

The performance to date indicates excellent possibilities of a total domestic gross in excess of \$20,000,000 for the trio and is convincing many skeptics, in and out of the trade, that the public will wear glasses in the theatre, will pay to see more than one 3-D picture and that if the system is "only a novelty," it's also a paying one now.

United Artists' "Bwana Devil," first to reach theatre screens, has

(Continued on page 4)

3-D of Fight Ahead of 2-D

United Artists will completely sell off all three-dimensional possibilities for its 3-D film of the Rocky Marciano-Jersey Joe Walcott heavyweight championship fight in Chicago tomorrow night prior to offering the fight on standard 2-D film, it was stated yesterday.

Approximately 2,500 theatres are equipped to exhibit three-dimensional

(Continued on page 4)

Paramount Heads to Chicago Convention

Paramount home office executives will leave New York today for Chicago to attend the annual sales meeting of Paramount Film Distributing Corp., which will open tomorrow morning at the Bismark Hotel and continue through Sunday.

Departing today will be A. W. Schwalberg, president of Paramount Film Distributing; E. K. (Ted) O'Shea, distribution vice-president;

(Continued on page 2)

Personal Mention

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has arrived in Hollywood from New York for studio conferences. He is expected to remain on the Coast for two weeks.

GEORGE JESSEL will be honored here on Sunday when he is awarded the 1953 Gold Medal Humanitarian Award from the Williamsburg Settlement Society. The dinner ceremony will be telecast from 9:30 to 10:00 P.M., EDT, over the ABC Network.

J. ROBERT RUBIN, Loew's vice-president and general counsel, will leave here on Wednesday on the *S.S. Queen Elizabeth* for a six-week vacation in England and on the Continent.

LESTER POLLACK, manager of Loew's Theatre, Rochester, is currently acting manager of Loew's Warfield, San Francisco. The regular manager, **BOYD SPARROW**, is in Notre Dame Hospital there.

CHARLES P. SKOURAS, president of National Theatres, accompanied by **MRS. SKOURAS**, has left San Francisco on the *S.S. President Cleveland* for Honolulu.

A. H. BLANK, president of Tri-States Theatres Corp., Des Moines, will be married to **THEO REDWOOD** at Temple Emanu-El here tomorrow.

JOHN P. BYRNE, Eastern M-G-M sales manager, will leave Albany at the weekend for Boston.

LESTER COWAN, producer, has left here for Chicago.

Paramount Heads

(Continued from page 1)

Jerry Pickman, vice-president in charge of advertising-publicity; **Hugh Owen**, Eastern and Southern division manager; **Oscar Morgan**, short subjects sales manager; **Monroe Goodman**, assistant to **Schwalberg**; **Robert J. Rubin**, assistant to **Barney Balaban**, president of Paramount Pictures, and **Sid Mesibov**, exploitation manager.

Sid Blumenstock, assistant national director of advertising-publicity and advertising manager, will leave tomorrow to attend the meeting's special merchandising sessions scheduled for Saturday and Sunday.

Also leaving New York today for Chicago will be **Dr. Charles R. Daily** of the Paramount studio's technical research department who will discuss new large-screen advances achieved by the studio's engineers.

Nayfack Set After Fire

Nayfack Films, film importer and exporter, headed by **Jules J. Nayfack**, following an office fire a month ago, business in new quarters here at 314 is now completely organized to do West 44th Street.

Bill in House to Expedite Imports

Washington, May 13.—Rep. **Jenkins (R., O.)**, second ranking Republican on the House Ways and Means Committee, here introduced at Administration request a bill designed to make it easier for foreign firms to send items into the American market.

The measure, similar to one that passed the House in the last Congress, is aimed at taking much of the red tape out of U. S. Customs procedures. **President Eisenhower** said the bill is on his "must" list for this Congress.

Kan.-Mo. Meet

(Continued from page 1)

sensation, installing what is suitable for their situation and follow their own judgment as to running time. He further urged exhibitors to have the courage of their knowledge of their own business, and convictions, in buying film, suggesting that if an exhibitor feels that film prices are forcing him out of pictures he might as well go out without film as with them.

Snaper and **Beverly Miller** reported on the Senate Small Business Committee hearings, expressing gratification at the understanding of film industry terminology and operations shown by Senators, indicating a real effort to get facts. **Snaper** emphasized the purpose of presentations there being to promote attention to evils under law and not at all to secure new laws. During discussions, it was declared that a prime handicap to securing remedy for alleged evils is the disinclination of exhibitors to make known their complaints, and one exhibitor said that he believed fear of reprisals were not well founded.

Snaper, in speaking of the admissions tax campaign, declared that many steps remain and that exhibitors should by no means discontinue their activities. The film prepared by **Colonel Cole** and **Pat McGee** for showing to Congress committees in the tax repeal campaign was screened for the convention and a letter of appreciation ordered sent to these two. The convention visitors will see "House of Wax" as guests of the **RKO Missouri** and **Warner Bros.** and will also see a special screening of "Fort Ti" at the **Paramount**. **Jay Wooten**, president, presided.

Industry Loyalty

(Continued from page 1)

the members of the industry were **Commies**, and were exposed. You could put them in one eye. Name an industry in which no **Commies** have operated. The vast majority of all Americans, in the movie industry or out of it, are good loyal Americans."

An average American with three kids who wants to take his family to see a picture may pay about \$1 in tax on the tickets he buys, the Congressman declared. "This tax is a burden,"

Ia.-Neb. Meet

(Continued from page 1)

solicit independent exhibitors; forcing of undesirable pictures; maintaining an artificial shortage of picture releases; extortionate film rental demands and arbitrary bidding; arbitrary and unlawful clearances; print shortages, withholding desirable playdates from independent exhibitors and the maintenance and encouraging of the 'price and date' racket; the gestapo-like practice of blind checking percentage and flat rentals; and pre-releases and 'roadshow pictures'."

Another resolution praised Senator **Gillette (Dem., Ia.)** for his efforts in behalf of the small theatre-owner before the Senate Small Business Committee and directed a copy of the resolution be sent him. Other resolutions called upon the producers of motion pictures to maintain high-quality products both in 2-D and 3-D; and urged 3-D producers to "reach standardization of production processes and reproduction equipment suitable for all theatres and within the means of all." The Allied members called for a "good, one-machine, wide-screen 3-D without glasses, that TV cannot duplicate."

Among speakers at the final session were **Eddie Aaron** of 20th Century-Fox, who discussed **CinemaScope**. **Aaron**, replacing **Alex Harrison**, unable to be present, said there would be a demonstration of **CinemaScope** here in June.

A guest at tonight's banquet was **Joan Vohs**. The speaker was **Bob Burlingame**, an official of the Iowa employers association.

The Allied board added two new officers to its staff following an election at the conclusion of the convention tonight. The posts and the men elected to them are: vice-president to represent **Mid-Central Allied**, **A. B. Jeffries** of **Piedmont, Mo.**; and executive vice-president, **Bob Kreuger**, **Sioux City, Ia.**

Other officers elected were: **Leo Wolcott**, **Eldora, Ia.**, chairman of the board; **Al Myrick**, **Lake Park, Ia.**, president; **Thelma Parsons**, **Keota, Ia.**, vice-president; **Lloyd Kingsbury**, **Kimball, S. D.**, vice-president; **Arnold Mierdierks**, **Pender, Neb.**, vice-president; **Charles Jones**, **Elma, Ia.**, secretary; **Elmer Huhnke**, **Omaha, Neb.**, treasurer.

Earlier, the convention had named a board of 21 members. Officers, including the two new posts, were selected by the board in executive session.

he said, "and an unfair one. Just ask yourself what the movies have done for this country and then ask yourself what we would do without the industry."

Poulson included in his remarks for the *Congressional Record* a letter from M-G-M producer **Joe Pasternak**, thanking him for supporting the industry's tax relief campaign. In the letter, **Pasternak** emphasized the film industry's contributions to the war effort and its role in winning friends for the U. S. overseas.

McGee to Carry Sunday Law Fight To Supreme Court

CHARLOTTE, May 13. — **Charles B. McGee**, local drive-in theatre operator will carry his fight to have the Charlotte Sunday closing law declared unconstitutional, to the U. S. Supreme Court.

Attorneys for **McGee**, who runs the North 29 Drive-in here, said they would appeal the ruling of the North Carolina Supreme Court to the highest tribunal. The North Carolina court upheld the ordinance which prohibits the showing of motion pictures between the hours of 6:00 and 9:00 P.M. on Sundays. Unlike other drive-ins here, the North 29 is within the city limits.

Meanwhile, the town of **Mount Holly**, just 12 miles West of here, has voted to ban the showing of pictures at anytime on Sunday.

Holtz Launches New Detroit Riviera Co.

DETROIT, May 13.—**E. Richard Holtz** and associates have sold their interests in the Century Theatre-LaSalle Garden Theatre Co. here to a group headed by **Lew Wisper** and the **Munz brothers**. In turn, **Holtz** and his associates have acquired the **Wisper-Munz** interests in the **Grand Riviera Theatre Co.** here.

Grand Riviera has sold the **Riviera Theatre** to **Dave Nederlander**. The former company now will concentrate on theatre counseling, promotion and management, both locally and nationally. The company may lease or operate theatres for others, furnishing personnel, capital and know-how. It will also prepare theatres for sale and conversion to other uses in such manner as to realize the greatest value from the property, **Holtz** said. His associates in **Grand Riviera** are **K. L. Lane** and **Mary MacDonald**.

Tax Overhaul

(Continued from page 1)

treatment of income earned overseas.

Among other problems which the hearings will cover and which might affect individuals or companies in the industry are these: Averaging over several years income received in one year; business expense deductions; retirement funds for self-employed persons; proposals to ease double taxation of dividends; tax treatment of partnerships; taxation of stock option, pension and profit-sharing plans; proposals to change capital gains taxes, and problems growing out of corporate reorganizations.

While **Reed** calls the hearings "revision" hearings, most of the proposals advanced will undoubtedly be for tax relief. The hearings will probably run for six weeks or longer. The Committee does not plan to actually report out a bill at this session of Congress.

Reed also announced that his Committee would hold hearings June 1 through 5 on the Administration's proposed customs simplification bill.

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OSCAR HAMMERSTEIN 2nd, SIGMUND ROMBERG AND FRANK MANDEL

PRODUCED BY **RUDI FEHR**

DIRECTED BY **BRUCE HUMBERSTONE**

MUSICAL NUMBERS STAGED AND DIRECTED BY LEROY PRINZ · MUSICAL DIRECTION BY RAY HEINDORF

**NOW
AND
NEW
AND
FROM
WARNER
BROS!**



**WORLD
PREMIERE**

**PARAMOUNT, N.Y.
MAY 20!**

3-D Grosses

(Continued from page 1)

piled up a \$2,400,000 domestic gross for the company in 10 weeks, on about 1,200 dates. It played 10 or 12 additional engagements in the month before Arch Oboler sold it to U. A., which are not included in U. A.'s figures.

Warner's "House of Wax," which had its world premiere at the Paramount Theatre here five weeks ago, is traveling at the fastest clip with an estimated \$1,500,000 accounted for in approximately 80 dates since. Still at the Paramount here, it goes into its sixth week tomorrow and a seventh is possible. Its gross to date for the single engagement is around the \$600,000 mark.

Sees Largest Grosser

Warner declined to reveal official figures on the ground that "it's too early yet," but admitted that on performance to date the company looks to "Wax" to be "one of the largest grossing pictures in the history of the company."

Columbia's "Man in the Dark," also introduced five weeks ago, has rolled up a reported domestic gross of approximately \$1,100,000 in 61 dates.

The estimate is that there are now between 2,000 and 2,500 theatre possibilities for 3-D releases, with the number increasing almost daily as more theatres acquire the necessary equipment. A big spurt in the number of 3-D equipped theatres is due in the near future as manufacturers and dealers get into unrestricted production and delivery.

In addition to the domestic performance of the three 3-D features on the market, their foreign grosses are equally impressive in virtually all situations abroad in which they have played or are playing.

3-D of Fight

(Continued from page 1)

film. Close to the maximum may book the picture in 3-D if it proves to be a good fight, packed with action and of reasonable duration, despite the fact that the fight will be on home television everywhere outside the Chicago and Milwaukee metropolitan areas. If the fight is lacking in action and over quickly, bookings obviously would depend solely on the 3-D novelty value and might approximate only 50 per cent of the theatre possibilities in that medium. The standard 2-D version of the fight would have to be forgotten.

Similarly, a good, action-packed fight could boost the demand for the standard film version, despite the fact that it will not be sold until the 3-D film has been played off and also despite the fact that the fight was shown on home TV.

There are several hundred advance bookings in now for the 3-D version, U.A. reports. As is customary with fight films, though, exhibitors for the most part are waiting to see what kind of fight it proves to be before booking. Prints of the 3-D version are scheduled to be in theatres Sunday.

Heineman Tops UA Fight Delegation

United Artists, which will release the 3-D fight films of the Rocky Marciano-Joe Walcott heavyweight championship bout, will have a seven-man delegation at the Chicago Stadium

Reviews

"Powder River"

(20th Century-Fox)

INFUSED with enough action and gunplay to satisfy the most demanding of fans, this standard Western narrative is set in a large-scale production frame, including color by Technicolor. Rory Calhoun and Cameron Mitchell, two obstreperous he-men, share the lead with two attractive feminine players. Corinne Calvet and Penny Edwards. The picture should be an easy one to sell and an easier one to exploit.

Calhoun, at the story's outset, is a peace-loving man despite a career behind him as a hard hombre with a gun. Attempts to get him to serve as marshal of an outlaw-ridden town are unavailing, until one day his buddy is done in by the culprits and his gold stolen. Forthwith Calhoun puts on the badge of the law and goes gunning for the outlaws.

First thing, Calhoun clashes with Miss Calvet who runs the gambling casino. It then follows that he clashes with her suitor, Mitchell, a man whose influence in the town is matched only by his reputation with a gun. It develops in the screenplay by Geoffrey Homes that both Calhoun and Mitchell become buddies, and eventually join up to eliminate the marauding outlaws. Other angles in the story involve Miss Edwards' coming to town to marry Mitchell, only to find him steeped in corruption and sickness. An added hitch is the subsequent disclosure that it was Mitchell who killed Calhoun's buddy.

Differences are settled in traditional Western manner. By the time the story runs its course, Mitchell succumbs to his illness and Calhoun succumbs to the charms of Miss Edwards. As for Miss Calvet, she goes her hip-swaying way in search of greater fortune.

Andre Hakim produced and Louis King directed.

Others in the cast are Carl Betz, John Dehner, Raymond Greenleaf, Victor Sutherland, Ethan Laidlaw, Bob Wilke, Harry Carter, Robert Adler, Post Patk, Richard Garrick, Archer MacDonald.

Running time, 78 minutes. General audience classification. For June release.

"Bad Blonde"

(Exclusive Films-Lippert)

BARBARA PAYTON, whose stormy romance with Franchot Tone and Tom Neal made the headlines last year, plays the title role in this picture. And the public's remembrance of her and the real-life triangle may have a bearing on the film's box-office returns.

Miss Payton is the only name in the cast that has marquee meaning in the U. S. The picture, an Exclusive Films Production, was filmed in England, from a screenplay by Guy Elmes and Richard Landau, based on a novel by Max Catto, and was directed by a Hollywood director, Reginald Le Borg, whose professional skill and native understanding enabled him to make several sections of the script seem a good deal more plausible than they are. The other players—Frederick Valk, John Slater, Sidney James, Tony Wright, Marie Burke, Selma Vaz Diaz and others—may have followings that will mean money in the foreign market.

The bad blonde of the title, played by Miss Payton, is a young wife of an aging boxing impresario who takes over management of Wright, a young boxer, and tries to promote a friendliness between wife and boxer which she converts into an illicit relationship. When the boxer's conscience bothers him to the point of discontinuing the affair, she tells him she is pregnant, although she isn't, and he makes this a reason for agreeing to murder her husband, which he does. The next thing you know she's killing the boxer by poison, in what stacks up as a perfect crime until his trainer finds out what she's done and arranges for the police to take her into custody. Motivation gets at least as criss-crossed and implausible in the picture as in the foregoing.

Running time, 80 minutes. Adult audience classification.

1,506-Car Drive-in

NEW ORLEANS, May 13.—Nile, Inc. lessees of 16 acres in Metairie, a section of New Orleans, plan the erection of a twin drive-in, reports Raymond Gremillion, Southeastern Theatre Equipment Co., who is handling the sale of equipment. He stated that it will be the largest in Louisiana, with provision for 1,506 RCA speakers and an air-conditioned indoor seating capacity of 800 persons in the concession building.

tomorrow, it was disclosed here yesterday.

Heading the group from New York will be William J. Heineman, vice-president in charge of distribution. Others will include B. G. Kranze, general sales manager; Roger Lewis, advertising manager, and Herbert Shottenfield of the legal department. Joining them in Chicago will be Milton Gordon, UA's financial consultant; Harry Goldman, Chicago branch manager, and Joe Imhof, Milwaukee branch manager.

20th Lists 106 More CinemaScopeOrders

Additional orders for CinemaScope, totalling 106, were announced here yesterday by officials of 20th Century-Fox.

Wisner & Wetzman circuit of Detroit has ordered CinemaScope for 15 theatres in Michigan. Smalley Theatres of Cooperstown, N. Y., has placed nine orders, while the C. G. Velas Circuit of Bellaire, O., has ordered installations in its Ohio and West Virginia houses.

The Magazza circuit of Coaldale, Pa., has asked for eight installations and five have been ordered by the Engel Circuit in Pennsylvania. Two Texas drive-ins and independent houses in Michigan and California also have placed orders, it was announced here.

Run the Joan Crawford Cerebral Palsy Campaign Trailer Now.

WTO's Harvey Cold On 3-D Rewards

SAN FRANCISCO, May 13.—Rotus Harvey, president of Western Theatre Owners, takes a dim view of three-dimensional films in his current bulletin to members of the organization, observing that he feels "right now there are a lot of exhibitors who wish they had never heard the word '3-D'."

"Because of their early availabilities and the lack of anything else to run, they have been forced to put in 3-D equipment," Harvey writes. "There are shortages in everything, especially in screens. The result is that everything has to come via air, and with installation, labor (mostly overtime), when you get all through you book a picture and then you do nothing but lose money."

Headaches

"The handling of glasses is a headache; they are cheaply made, will not stay on properly and you pay 10 cents apiece for them, plus sales tax and air freight. Patrons are now getting wise, too. They are saving their glasses and will not stand still to be charged again. The use of permanent glasses is out unless you get a deposit . . . they will be carried home for use another day. I am beginning to believe the glass deal is NG until the distributors furnish glasses free along with the film."

"How to get rich quick! Spend over \$7,000 for equipment, sink over \$3,000 in glasses, pay out about \$1,500 for installation, pay the distributor from 40 to 50 per cent film rental, insult your regular patrons, worry yourself gray and then pay for the privilege. If you don't have to have the pictures just don't do it, until things simmer down," he concluded.

Western T.O. Names 7 Vice-presidents

SAN FRANCISCO, May 13.—Following the disclosure of the election of Rotus Harvey as president, the Western Theatre Owners reports the naming of the following seven vice-presidents:

For Idaho, J. Rodger Mendenhall of Boise; Montana, Jack Suckstorff of Sidney; Nevada, Art Bowen of Carson City; Northern California, Homer I. Tegtmeier, San Francisco; Oregon, William Graeper, Portland; Southern California, Burton I. Jones, La Mesa; and Utah, Sam Gillette, Salt Lake City. Ben Levin of General Theatrical Co., San Francisco, was named treasurer and Hannah K. Oppie was reappointed executive secretary. The organization is planning a convention in the fall.

The organization reaffirmed its support of the Council of Motion Picture Organizations, and its stand and support of a voluntary system of arbitration. Objection to the government's 16mm. suit was also reaffirmed.

Attend Greenfield Affair

ALBANY, N. Y., May 13.—Four Universal sales executives, Peter Dana, Eastern division manager; John J. Scully, district manager, with offices in Boston; Myer Feltman, Boston manager, and Carl Reardon, New Haven manager, are expected to attend the bachelor dinner which the Albany Variety Club will give on Monday to Leo Greenfield, Albany, Universal manager. Greenfield will marry Muriel Lanahan of Ted Baldwin Associates in New York City on May 24.

National Pre-Selling

"SCARED STIFF," the Dean Martin-Jerry Lewis latest comedy due for June release will be represented by full page ads in *Look*, on the newsstands May 19; *Saturday Evening Post*, on the stands May 27; in the June issue of *Seventeen*, and a one and a half-page ad in *American Weekly* issue of May 31, on the stands the same day.

"Man on a Tightrope" is a competent cinematic account of political and amatory shenanigans involving some circus folk in Czechoslovakia, reported *Life* in its last issue. The main idea of "Man on a Tightrope" is based on the actual escape of the Brumback Circus, a Communist-dominated outfit from East to West Germany. Some of the Brumback circus performers appear in the film with Fredric March and Gloria Grahame.

Also in the issue was an interesting pictorial story of Virginia Leith, who was silent, except for the muttering of one word in her first movie, "Fear and Desire."

A peek at the *Movies-of-the-Month* section in *American Magazine's* May issue includes reviews of "All I Desire," "Never Let Me Go," "Split Second" and "Ambush at Tomahawk Gap." Each review is illustrated with a still taken on the production set.

Also in this issue is a table of contents ad on "Never Let Me Go."

Rita Gam who was mute in "The Thief," speaks in M-G-M's "Saadia," now being filmed in French Morocco, reports *Look* in the current issue.

Rita, who has been in show business seven years, will seek stardom as a Berber girl. Rita, who didn't "dare go near a horse before," took daily riding lessons for her role as a Berber girl.

Also in this issue, H. C. Well's science-fiction thriller of 1898, "War of the Worlds," is shown getting modern treatment as Hollywood goes in for interplanetary stories. George Pal is the producer and he has shifted the locals from Britain to California.

I have never before mentioned *Redbook's* "The Best Bets in Your Neighborhood" department. It seems like a good idea to do it now, in view of the fact that *Redbook's* Golden Anniversary is commemorated in the May issue.

Movies recommended for neighborhood viewing are: "Call Me Madam," "City Beneath the Sea," "The Freshman," "The Hitchhiker," "I Confess," "Lili," "Peter Pan," "The President's Lady," "The Story of Three Loves" and "Bright Road."

Ed Miller, entertainment editor of *Seventeen*, chose "Shane" as the picture of the month for June.

Ruth Harbert reports in the June issue of *Good Housekeeping* that on the first day of shooting on the "All I Desire" set, Barbara Stanwyck was the only one on the set who was both relaxed and gay. The stage was crowded with extras and the first scene taken was of Barbara and Richard Long dancing the "bunny-hug," popular many years ago.

WALTER HAAS

Report Progress In UJA Campaign

The amusement industry's drive for the United Jewish Appeal's goal of \$750,000 in the motion picture division is progressing and attention is being focussed on the luncheon to be held on May 26 here at the Plaza Hotel in honor of S. H. Fabian and Samuel Rosen.

S-W Cinerama

(Continued from page 1)

Inc., the equipment and exhibiting company, but also Cinerama Productions. Part of the financing to be advanced by Stanley Warner would be used for production activities.

Other phases of the complicated deal, in addition to financing and film production, include management of theatres equipped with Cinerama and possibly licensing of the system to others.

Other Issues

It is understood also that the extent of Stanley Warner's participation is conditioned on the number of Cinerama-equipped theatres which may be put into operation and on the start of film production in the process and the extent to which it is maintained.

With conclusion of the deal, the Cinerama board is expected to fill the vacancy caused by the resignation last week of Cornelius Vanderbilt Whitney and to make executive appointments. Whether or not Stanley Warner representatives will go on the board was not disclosed.

Vitapix Eyed

(Continued from page 1)

ing out to operate as a buying syndicate to obtain pictures for a group of eight TV stations that are now in the "syndicate," plus approximately 30 others that will be serviced by the organization.

While plans to produce pictures on its own are being held in the offing for the time being, it is claimed by J. Leonard Reinsch, managing director of WSB-TV in Atlanta, that Vitapix "will be able to obtain movies that ordinarily wouldn't be available to an individual station." Reinsch said in Atlanta that negotiations now were under way with several major Hollywood studios for pictures not yet released for television.

This would indicate, according to some exhibitor sources, that a new and hitherto untapped supply of pictures would be flowing to the TV stations.

Vitapix is headed by Frank Mullen, former vice president of National Broadcasting Co. The 11-member board of directors will meet in Chicago June 3.

'Deception' Premiere A Variety Benefit

The American premiere of "Strange Deception" at the Normandie Theatre here on May 25 will be a benefit Foundation to Combat Epilepsy, it was announced by William Brandt, chairman of the Foundation. David Weinstock, operator of the Normandie, is donating the entire receipts from the premiere to the project.

teens
are
on
his
trail



Millions of teen movie-goers are hot in pursuit of Shane—with their families following them, as always. Big business always follows any SEVENTEEN tip to great entertainment—especially when it's an epic Picture of the Month selection.

And just to make sure you don't miss a single admission, SEVENTEEN has free Shane display material ready for you. Use it and not one teen in your town will slip up on the fact that SEVENTEEN picked Shane — and you're playing it! Write SEVENTEEN Sales Promotion for tie-in aid.

seventeen's

June Picture of the Month is George Stevens' Production of

SHANE

starring

ALAN LADD

JEAN ARTHUR

VAN HEFLIN

co-starring

BRANDON DE WILDE

A Paramount Picture

Color by Technicolor

NOW PLAYING AT NEW YORK'S
RADIO CITY MUSIC HALL

seventeen

ENTERTAINMENT MAGAZINE FOR
YOUNG WOMEN IN THEIR TEENS



BE SURE TO COME OUT TO THE
Paramount Trade Show—Monday, May 18th

when we'll show you the most exciting story
ever to come out of show business. It stars
TONY CURTIS **AND** **JANET LEIGH**

HOLLYWOOD'S
MOST POPULAR
ROMANTIC COUPLE

TOGETHER

FOR THE FIRST TIME!

IN THE TRUE
BACKSTAGE DRAMA

OF THE GREAT

HOUDINI,

MASTER

MAGICIAN—AND THE

GIRL WHOSE LOVE WAS HIS REAL MAGIC...



Date It For
JULY 4th

HOUDINI

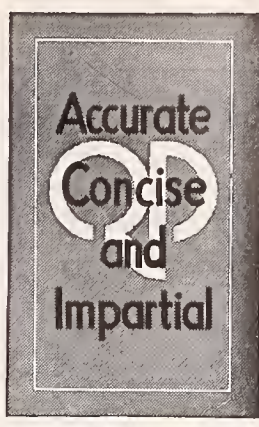
Color by **TECHNICOLOR**

with **TORIN THATCHER** • Produced by **GEORGE PAL** • Directed by **GEORGE MARSHALL** • Screenplay by **PHILIP YORDAN** • Based on a book by Harold Kellock

CITY	PLACE OF SCREENING	TIME	CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.	MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second St.	12:15 Noon
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2 P.M.	MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth St.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley St.	2 P.M.	MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.	2 P.M.	NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 So. Church St.	10 A.M.	NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 S. Liberty St.	10:30 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 So. Michigan Ave.	1:30 P.M.	NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway	2:30 P.M.	OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Ave.	10:30 A.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.	8:15 P.M.	OMAHA	FOX SCREENING ROOM, 1502 Davenport St.	1:30 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2:30 P.M.	PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 N. 12th St.	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.	PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	2 P.M.	PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	2 P.M.	ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive St.	1 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigon Ave.	10:30 A.M.	SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st So. St.	1:30 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	2 P.M.	SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandatte St.	2 P.M.	SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 W. 20th St.	1:30 P.M.	WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.	8:30 P.M.



MOTION PICTURE DAILY



VOL. 73. NO. 94 NEW YORK, U.S.A., FRIDAY, MAY 15, 1953 TEN CENTS

Allied Artists Set For First Int'l Meeting

150 Representatives In Miami for Sessions

MIAMI BEACH, May 14.—Allied Artists' first international sales convention swings into action at the Roney Plaza Hotel here on Sunday as 150 representatives from 50 countries gather to hear sales and production plans for the coming year. The conclave will mark the first time that any film company has brought its entire British sales force to the United States, according to an AA spokesman.

Forty-six sales representatives of Associated British-Pathe, AA distributor, comprise the British delegation, headed by MacGregor Scott, general sales manager, and Ken Murray, secretary. Others from England include T. V. Comer and P. Giles, executive delegates from the ABC
(Continued on page 6)

Loew Overseas Policy Flexible

M-G-M's "flexible" policy in its production plans will be extended to foreign markets, Arthur Loew, president of Loew's International, declared in a statement to all of M-G-M's overseas offices. In asserting that the company is "not wedded to any one filming or screen technique," Loew told his foreign branch heads that all of its pictures, whether wide-screen or 3-D, would be available in standard size for conventional screens and sound equipment.

Loew pointed out that the international branches have two immediate
(Continued on page 6)

N.Y. OMPI Elects Cohen Chairman

Max A. Cohen, head of the Cinema Circuit here and vice-president of the New York Independent Theatre Owners Association, has been elected chairman of the Organization of the Motion Picture Industry, succeeding Fred Schwartz. Cohen will serve the OMPI for one year. OMPI is composed of ITOA, the Metropolitan Mo-
(Continued on page 6)

Fight on TV Tonight Will Hit Many B.O.'s

Theatre business in the Midwest and Far West time zones will be affected to some degree, and in the East to a lesser degree, by the home telecast tonight of the Rocky Marciano-Jersey Joe Walcott heavyweight title bout at Chicago. Business in the Chicago and Milwaukee metropolitan areas, where both the telecast and the radio broadcast will be blacked out, is not expected to be materially affected.

Says Entertainment Will Follow 'Tricks'

Philadelphia, May 14.—A healthy optimism within the industry, backed by a period of experimentation with new devices, will result in finer film entertainment, W. C. Gehring, executive assistant general sales manager for 20th Century-Fox, said today at a luncheon meeting of the Philadelphia Motion Picture Council at the Warwick Hotel.



W. C. Gehring

Stressing the story content of films, Gehring pointed out that tricks and novelties, although intriguing the public now, will, in the long run, give ground to dramatic content and sound entertainment values.

United Artists will have a 3-D picture of the fight ready for theatres in nearby areas by Sunday and elsewhere on Monday. An exciting or controversial battle is expected to produce a heavy demand for the first 3-D film of its kind despite the home telecast. When the several thousand 3-D theatre accounts are played off,
(Continued on page 6)

SW-Cinerama Deal Still Unsettled

With no official announcement forthcoming following the completion yesterday of a revised draft of an agreement for Cinerama management to be turned over to Stanley Warner Theatres in return for financing and services, it was assumed in trade quarters that attorneys for the principals
(Continued on page 2)

Latin American Countries Ask Variety Club Charters

MEXICO CITY, May 14.—As the Mexico City Variety Club prepared to welcome hundreds of delegates to the international convention which opens here on Monday, Luis Montes, convention chairman, revealed that film industry personnel in other Latin American countries were seeking to set up tents. Requests for charters have already been received, he said, from Cuba, Brazil, Venezuela and Argentina.

The convention will be officially opened Monday morning in the Palace of Fine Arts by the President of Mexico, Don Adolfo Ruiz-Cortines. Most of Monday will be devoted to "get-acquainted" activities at various social affairs. The first business session is scheduled for Tuesday in the Candle Room of the Hotel Del Prado. The sessions will run through Thursday. Parties and receptions in different parts of the city have been arranged. The Coca Cola Co. will be the host on Tuesday night.

Working with the convention com-
(Continued on page 6)

Special Ad Sessions At Par. Sales Meet

Paramount's three-day sales meeting in Chicago starting today will have special advertising-publicity-exploitation sessions so that the sales staff will be versed in promotion in order to create opportunities for exhibitors to derive maximum box-office benefits. This was stated by A. W. Schwalberg, president of Paramount Film Distributing Corp., as he left with the New York contingent yesterday for Chicago.

The special advertising-publicity-exploitation sessions will be conducted by Jerry Pickman, vice-president in
(Continued on page 6)

RKO to Put 5 In Production In Next Month

Also Sets 10 for May To September Release

The RKO Radio studio is building up a full head of steam again, with five features scheduled to be before the cameras between now and June 15, James R. Grainger, president, announced.



J. R. Grainger

In addition, a summer release schedule of 10 pictures was announced for the period from now to Sept. 1. Now before the cameras is "Son of Sinbad," with Dale Robertson, Sally Forrest, Vincent Price and Lilli St. Cyr in the
(Continued on page 2)

Elect Miller K-MTO Head

KANSAS CITY, May 14.—Beverly Miller of this city was elected president of Allied Independent Theatre Owners of Kansas and Missouri at the annual convention which was concluded here today.

Miller was vice-president the past year. He was the exhibitor from this area who appeared at the Senate Small Business committee hearing in Washington recently. Other officers elected were C. E. Musgrave, Minneapolis, Kansas, vice-president; Jay
(Continued on page 6)

Injunction Denied In J.J., Luxor Case

Judge Edward Weinfeld in New York Federal Court yesterday upheld 20th Century-Fox's contention that the court lacked jurisdiction in granting an injunction asked by J. J. Theatres and the Luxor Group against the film company. J. J. and Luxor had moved for an injunction on the grounds that 20th-Fox had refused to
(Continued on page 6)

Personal Mention

MILTON R. RACKMIL, Universal president, and AL E. DAFF, executive vice-president, are due back here from the Coast this weekend.

FRANCIS M. WINIKUS, United Artists' national director of advertising-publicity, and MRS. WINIKUS will fly to Bermuda from here today for a two-week vacation.

THEODORE R. LAZARUS of Donahue and Coe announces the birth of a son to MRS. LAZARUS at Doctors Hospital here on Wednesday.

H. M. BESSEY, Altec Service Corp. executive vice-president, will leave here over the weekend for Dallas.

BERNARD BROOKS, chief buyer and booker for Fabian Theatres, was in Albany from New York.

LEE KOKEN of RKO Theatres will leave here Sunday for the Midwest on vending machine business.

M.B. Shanberg Dies; Midwest Pioneer

KANSAS CITY, May 14.—Funeral services will be held here tomorrow for M. B. Shanberg, former circuit operator, who died in New York on Tuesday. Shanberg suffered a heart attack in the Sherry Netherland Hotel and later died in Harkness Pavilion Hospital.

As general manager of the Midland Theatre and Realty Co., Shanberg directed the operation of 61 theatres in Missouri, Kansas, Nebraska and Iowa until 1929 when the houses were sold to Fox West Coast. He became operating head of the Fox Midland Theatre Co., resigning in 1931. He was succeeded by Elmer Rhoden, now president of Fox Midwest Theatres.

In recent years, Shanberg had been in the real estate business in Miami.

Mrs. T. C. Goldstein Dies; Services Today

Mrs. Theodora Cammack Goldstein, wife of Herman L. Goldstein, president of Electroaire Corp., and sister of Mrs. Ned E. Depinet, died last night at Lenox Hill Hospital here following an extended illness. Mrs. Goldstein is survived by Miss Margaret J. Cammack, another sister, of this city, and a brother, Ben Y. Cammack of Dallas.

Mrs. Goldstein, a native of Dallas, was well known in motion picture circles. She conceived and founded the Woman's Chain Club for Eisenhower while working for the President's nomination as the Republican candidate. Funeral services will be held today at 11:30 A. M. at Frank E. Campbell's Funeral Church, 81st St. and Madison Avenue. Interment will be at Ferncliff Cemetery, Hartsdale, N. Y.

Canadian Invents Daylight Screen For the Use of Drive-in Theatres

Port Alberni, British Columbia, May 14.—A total reflection screen has been designed by Canadian inventor J. G. Jackson and will be known as the "Jackson Sunlight Screen." While designed primarily for Drive-in theatres it is by no means limited to such use, but can be used in any projection set up indoors as well as out, it was said.

Tests conducted on a miniature scale were said to prove conclusively that pictures can be shown at any hour of the day. The direct sunlight shining straight onto the face of the screen does not destroy the picture image. No increase in arc amperage is required for daylight showing. Amperage will probably have to be reduced for night showing as the image will then be too brilliant.

No changes required in the projection room and present existing screen towers can in most cases be used, it was stated. No rear projection and no shadow boxes are required; also, there is no need to have the screen facing away from the sun. The screen surface does not fade with sun and weather and can be washed. If damaged by vandalism, only the damaged section need be replaced. The inventor expects to have his Sunlight screen on the market within six months.

'Cinerama' Chicago Date Is July 29

The fourth engagement of "This Is Cinerama" has been set to start on July 29 at the Palace Theatre in Chicago, according to Lester Isaac of Cinerama Productions. "Cinerama" is now in its eighth month at the Broadway Theatre, New York, and is playing in Detroit and Los Angeles.

The Midwest premiere will be a benefit for the Peacock Camp for Crippled Children.

Cinerama Deal

(Continued from page 1)

were in the process of submitting the deal to the Department of Justice.

Indications were that if phases of the deal linking the theatre company with Cinerama's projected production activities were in conflict with the industry Federal consent decree, an application would be made to Justice for an amendment to the decree for Stanley Warner, possibly on the grounds that the original decree did not contemplate the introduction of a process such as Cinerama and that, in any event, since it is applicable by nature to only a limited number of theatres, no monopoly considerations could be involved.

Shea Executives Meet

Gerald Shea, president of the Shea Circuit; Richard Harper, executive assistant, and Ray Smith, buyer and booker, are in Nashua, N. H., for a regional meeting of New England Shea managers.

PCA Seal Granted To 'Martin Luther'

The Production Code Authority's seal of approval has been granted to Louis de Rochemont's "Martin Luther," which was produced on location in Western Germany last fall, de Rochemont Associates announced yesterday.

The world premiere was held last week in the Lyceum Theatre, Minneapolis. The picture has also been booked by Wilby-Kinney's Center Theatre in Hickory, N. C., for May 26 and at Interstate's Kirby in Houston for June 19.

RKO Product

(Continued from page 1)

cast. Scheduled to start Monday is "Rage in the Jungle," starring Glenn Ford, Ann Sheridan and Zachary Scott.

"French Line," a musical in color by Technicolor, to be produced by Edmund Grainger, is scheduled to start June 1. "The Silver Horde," Rex Beach story, will be started in early June and "Big Rainbow" is to start June 15, the company said.

The company's release schedule for the current month includes "Split Second," "Sea Devils," in color by Technicolor; and "Below the Sahara," Technicolor documentary.

For June: "Affair with a Stranger," and "Tarzan and the She Devil." For July: "Arizona Outpost," Edmund Grainger's "Second Chance," and "The Sea Around Us." August releases lead off with Walt Disney's "The Sword and the Rose," followed by "She Had to Say Yes."

SPG Is Taken Back into CIO

Screen publicists of five major companies here will become members of the CIO as a result of the re-affiliation of the Distributive, Processing and Office Workers Union, District No. 65, of which the Screen Publicists Guild is a unit. Publicists at 20th Century-Fox, Warner Brothers, Columbia, United Artists and Universal are members of the SPG.

The CIO announced from its Washington headquarters that it had taken back the independent DPOW which had been expelled for allegedly being Communist-controlled. CIO president Walter Reuther said that the leadership of the DPOW had "sincerely and irrevocably broken with the Communist Party."

Heavy Buying Gives Decca Stock a High

Decca Records, which owns the controlling stock interest in Universal Pictures, reached a new high for the year on the New York Stock Exchange yesterday on an advance of $\frac{3}{8}$ of a point, closing at 12. A total of 20,000 shares were traded during the day, with the buying attributed to speculative outside interests which have been acquiring the stock intermittently but heavily over the past month. Price of the Decca shares has advanced about two points during that period.

The buying yesterday revived reports of reconsideration of a merger of Decca and Universal, but no discussion of such a move has been held, according to responsible quarters. Confirming this, the Universal stock was quiet yesterday, losing $\frac{1}{8}$ of a point on a turnover of only 600 shares, to close at 16 $\frac{1}{4}$.

SPG Reception Tonight

The "Movie Page Ball," celebrating the 13th anniversary of the founding of the Screen Publicists Guild of New York, will be held this evening in the Park Sheraton Hotel.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

ALAN LADD JEAN VAN HEFLIN
in GEORGE STEVENS' production of

"SHANE"

color by TECHNICOLOR • A Paramount Picture
plus Spectacular STAGE PRESENTATION

NATURAL VISION
3 DIMENSION
WARNERPHONIC
SOUND
HOUSE OF WAX
WARNERCOLOR
VINCENT PRICE
FRANK LOVEJOY • PHYLLIS KIRK
PARAMOUNT
in person
XAVIER CUGAT
AND HIS WORLD FAMOUS ORCH.
ABBE LANE • TULARA LEE
4 STEP BROS.
MIDNIGHT FEATURE

In Memoriam

MAURICE D. "RED" KANN

April 3, 1899

May 15, 1952

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This can happen in **YOUR** theatre **TOO!**

Audiences are pretty much alike. If they shriek with laughter in San Francisco, it's an even bet they'll scream in Feathersville, Conn. too.

A few nights ago it happened at Loew's 72nd Street Theatre in New York. Eighteen hundred people howled their way through a 'sneakpreview' and then for good measure choked up a little at a sentimental fade-out.

Columbia was previewing "**Let's Do It Again.**" Jane Wyman, Ray Milland, Aldo Ray and a host of players were leading the cheer section through the Technicolor rhapsodies of a great new picture.

Maybe other audiences have had just as much fun before; but to a pretty tough industry group that was a part of the audience, there was a feeling that when the laughs are so loud and so continuous that they interfere with the jokes, they were witnessing entertainment of the highest possible calibre.

There's an easy way to check what might read to you like just another piece of advertising copy.

**THERE'LL BE A
'SNEAKPREVIEW' OF "**LET'S DO IT AGAIN**"
IN YOUR EXCHANGE CENTER SHORTLY.**

**Ask the Columbia manager to be sure
you're present. It's just as simple as that!**

YOUR
TOP
BOXOFFICE
STARS'
SPOOK-
BUSTING
RECORD-
BUSTER
LAUNCHED BY
PARAMOUNT
IN 400
DECORATION
DAY DATES!



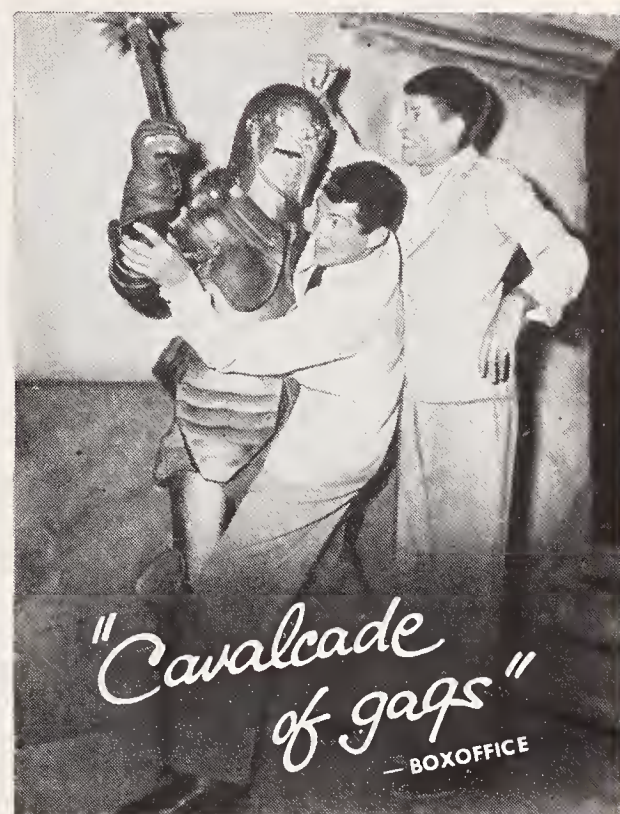
DEAN
M. M. MARTIN AND L. L. JERRY LEWIS
LIZABETH SCOTT · CARMEN MIRANDA
in HAL WALLIS' PRODUCTION
SCARED STIFF

WITH GEORGE DOLENZ · DOROTHY MALONE · WILLIAM CHING
Directed by GEORGE MARSHALL · HERBERT BAKER and WALTER DELEON
Screen play by
Additional Dialogue by ED SIMMONS and NORMAN LEAR
Based on a play by PAUL DICKEY and CHARLES W. GODDARD A PARAMOUNT PICTURE

SONGS! THE BONGO BONGO · WHEN SOMEONE WONDERFUL THINKS YOU'RE WONDERFUL THE ENCHILADA MAN
WHAT HAVE YOU DONE FOR ME LATELY I DON'T CARE IF THE SUN DON'T SHINE · YOU HIT THE SPOT MAMAE EU QUERO

AVAILABLE WITH STEREOPHONIC SOUND
—and perfect for the new Giant-Size Panoramic Screen.

"BIG GROSSING ENTRY!" REPORTS FILM DAILY. IN FACT, PROFIT IS WRITTEN ALL OVER IT:



NATIONALLY ADVERTISED TO TOTAL MARKET SATURATION IN
LOOK, SATURDAY EVENING POST, AMERICAN WEEKLY AND FAN LIST.

SDG Bids Dulles Clarify Position On Film Directors

HOLLYWOOD, May 14.—In a strongly worded telegram to Secretary of State Dulles asking "immediate clarification of the State Department's denial of its request to the Screen Directors Guild for the services of members of the Guild for the production of Government films," SDG president George Sidney declared SDG "acted patriotically and in complete good faith in obtaining the consent of its members specified in writing by the State Department's motion picture division representative, Maurice Revne, and is unable to understand this inexplicable repudiation which has humiliated and embarrassed the Guild before the motion picture industry and the American public."

Cites Letters

Citing letters from Revne on State Department stationery dated March 19, 23 and 27, Sidney traced the procedure by which 28 directors were chosen to perform work on government films at Guild minimum scale salary and continued, "The Guild, in releasing this as a news story, did so with conscious pride that it was to be of service to its government and to the world."

State Department yesterday had issued a statement denying the story.

Cuban Newsreels Stop Production

Following their threat, Cuba's three newsreel companies have closed on the ground that censorship of newsreels before exhibition, recently decreed by the government, made normal operations impossible, according to reports from Havana. At the same time, radio and television stations announced that no newsreels would be exhibited on television unless the government abolished censorship.

'Fort Ti' Replaces 'Dr. T'

Columbia's "Fort Ti" will become the first three-dimensional production to be exhibited in New York on a wide screen with stereophonic sound when it opens at the Criterion Theatre here on May 29. The color production in Technicolor replaces at the Criterion Stanley Kramer's "The 5,000 Fingers of Dr. T.," previously announced to premiere at that house on May 29.

Bacolini to Handle Meet

August Bacolini has been appointed manager of the Allied Theatre Owners of New Jersey 34th anniversary convention to be held at the Hotel Traymore, Atlantic City, on July 8-10.

Run the Joan Crawford Cerebral Palsy Campaign Trailer Now.

GET THAT

EXTRA TOUCH of Showmanship

Get all your SPECIAL TRAILERS 'GOOD and FAST' From

1327 S. WABASH AV. CHICAGO 630 NINTH AVE. NEW YORK

FILMACK

Elect Miller

(Continued from page 1)

Means of Kansas City, secretary-treasurer, and Miller, national director.

Kansas exhibitors elected to the board of directors were: W. B. Adams, El Dorado; O. F. Sullivan, Wichita; Max Davis, Lyons, and Don Phillips, Colby. Missouri exhibitors elected to the board were: William Bradfield, Carthage, C. D. Jarrett, Nevada, and E. Jameson, Kansas City.

Distributor representatives told of their new type productions. Ben Marcus, division manager, and Tom Baldwin, branch manager, spoke for Columbia. Larry Klein for Universal and J. R. Neger for 20th Century-Fox. Moe Levy, district manager for 20th Century-Fox, went into details of CinemaScope. Installations, suggesting those most suitable for various-sized theatres, from large to small, and indicating ranges of probable cost. Eldon Peak, head of an Oklahoma City supply company, also described equipment for the several types of presentation.

Ray Colvin, executive director of the Theatre Equipment Dealers Association, referring to the new ideas and wide variety of equipment, remarked that the advent of 3-D had at least stirred the industry into alertness and thinking, a result which might more than offset the distress involved in the resultant dilemmas and temporary confusion. Max Davis related his experience with 3-D at the drive-in at Lyons, Kansas, operated by him and Jay Wooten, president of the Association.

Deny Injunction

(Continued from page 1)

negotiate in good faith on product deals for the theatre companies. Attorneys for the film company argued that the court lacked jurisdiction because J. J. and Luxor had filed an appeal from an adverse decision in an anti-trust case against 20th and Skouras Theatres.

Judge Weinfeld ruled that the defendants' plea must be upheld because the "filing of a motion of appeal from a final judgment terminates the jurisdiction of a district court except where specifically reserved by statute or Federal rules."

The ruling stemmed from the plaintiff's \$3,000,000 trust suit against 20th, Skouras Theatres and other defendants. A jury found in favor of the defendants. The plaintiffs then filed for an injunction and Judge Weinfeld reserved decision. The case involved the Luxor Theatre in the Bronx which allegedly was denied product.

Loew's Policy

(Continued from page 1)

ate jobs; namely, (1) to see to it that the new panoramic screen is installed in theatres of the world and (2) to reassure customers and public that M-G-M is neither gambling on the all-out backing of one film process at the expense of all others, nor has it turned its back on any process that promises profitable return.

With all M-G-M pictures filmed in its own wide-screen process which permits projection at any ratio up to two to one, Loew advised that wide screens be installed as quickly as possible in Loew's foreign theatres.

A.A. Meeting

(Continued from page 1)

Theatre Circuit, and C. G. Dickinson, AA United Kingdom representative.

Robert J. O'Donnell, general manager of Texas Interstate circuit, will address the delegates at a luncheon-meeting on Monday. Mayor Lee Powell of Miami Beach will welcome the representatives. Sonny Shepherd of Wometco Theatres will be the luncheon chairman. Another guest will be Veronica Hurst, ABP contractee, who was borrowed to star in AA's first 3-D picture, "The Maze," and in "The Royal African Rifles."

Norton V. Ritchey, president of the company's foreign subsidiary, will preside at the sessions. In addition to Steve Broidy, president, other executives on hand will be George Burrows, M. R. Goldstein, Edward Morey, G. Ralph Branton, Harold Mirisch, Walter Mirisch, John C. Flinn and Lloyd Lind.

Par. Sales Meet

(Continued from page 1)

charge of the three promotional facets. He and Schwalberg were accompanied by E. K. (Ted) O'Shea, distribution vice-president; Oscar Morgan, short subjects sales manager; Monroe Goodman, assistant to Schwalberg; Robert J. Rubin, assistant to Barney Balaban, president of Paramount Pictures, and Sid Mesibov, exploitation manager, all of whom will participate in the meeting.

Sid Blumenstock, assistant national director of advertising, publicity and exploitation, and advertising manager, who will leave New York today to attend the special promotional sessions tomorrow and Sunday, reported that each meeting delegate will be given complete campaigns covering "Scared Stiff," "The Vanquished," "The War of the Worlds," "Shane," "Sangaree," "Stalag 17," "Houdini," "Forever Female," and "Roman Holiday."

Fight T.V.

(Continued from page 1)

U.A. will have a standard 2-D film of the fight for all other houses that want it.

The fight will go on the air at 9:00 P.M. tonight, C.D.T., which is 10:00 P.M., E.D.T. Thus attendance at early evening shows in the East, over most of which daylight saving time prevails, may be affected only moderately. However, the time factor will hit the Midwest at 8:00 or 9:00 P.M., depending on whether daylight saving time is in effect or not, and the Far West from 6:00 to 8:00 P.M., also depending on daylight or standard time prevalence. In either case, in the latter areas the telecast and broadcast will coincide with the best theatre hours.

A strong play for the U.A. picture is expected in the blacked out Chicago and Milwaukee areas.

Variety Club

(Continued from page 1)

mittee here are Dick Dickson of the Roxy Theatre in New York, Peter Warren of the Pepsi Cola Co., Charles Bordelais of Coca Cola and Jack Chisholm, international press guy.

The first convention to be held outside of the United States is drawing delegates from Canada, England, Ireland and Japan.

NEWS

in Brief . . .

Premier Pictures Corp. has been formed here by Sam Lake who has acquired seven pictures produced by William Goetz and Leo Spitz and formerly released by RKO Radio. Lake will distribute the productions in the New York exchange territory. Deals have been set for state-right distribution in other areas. The pictures were made by International Films between 1944 and 1946 and recently were acquired by David Stillman, who helped to finance them.

Feature included in the deal are "Along Came Jones," "The Woman in the Window," "Belle of the Yukon," "Casanova Brown," "Tomorrow Is Forever," "It's A Pleasure" and "The Stranger."

Eight regional distributors have acquired the 20 J. Arthur Rank pictures which are being handled nationally by Rogers and Unger Associates for reissue in the United States. Deals have been set with:

Sherman S. Krellberg, Principal Film, New York Metropolitan territory; Joseph E. Levine, Embassy Pictures, New England; Fred Sandy, Sandy Exchange, Washington, D. C., and Charlotte; Albert Dezel, Dezel Productions, Detroit and Chicago; Bernie Rubin, Imperial Pictures; Harold Schwarz, Tower Pictures, Dallas and Oklahoma City; Don Swartz, Independent Film, Minneapolis and Milwaukee, and N. P. Jacobs, Favorite Films, for San Francisco, Seattle, Portland, Los Angeles, Salt Lake City and Denver.

COLUMBUS, O., May 14.—Ten speaking dates in Ohio towns during the month have been scheduled by Robert Wile, secretary of the Independent Theatre Owners of Ohio. Wile said that, after making 15 speeches in the past two months, he has found that they "fill a very great gap in the understanding of businessmen on the importance of movies to them, not only because of the theatres, but also because of the widespread desire on the part of the public to imitate what is seen in the movies."

Wile's schedule: Monday, Motion Picture Council, Youngstown and Rotary Club, Willard; Tuesday, Kiwanis Club, Port Clinton; May 21, Kiwanis Club, Bellefontaine; May 25, Rotary Club, Delaware; May 26, Kiwanis Club, Olmstead Falls; June 1, Rotary Club, Andover; June 3, Rotary Club, Vermilion; June 16, Kiwanis Club, Chillicothe; June 30, Kiwanis Club, North Royalton.

OMPI Elects

(Continued from page 1)

tion Picture Association, and other groups.

At an organization meeting Wednesday night at the St. Moritz Hotel, a steering committee was appointed to work with Cohen on various OMPI projects. The committee consists of Oscar Doob, Harry Goldberg, David Katz, Harry Mandel and Robert Shapiro.

Also attending the meeting were Russell Downing, Edward Fabian, Emanuel Frisch, Edward Hyman, Walter Higgins, Sam Rinzler, Julius Sander, Spyros Skouras, Jr., and D. John Phillips.



Total destruction... to order

Much as the director might like to, he cannot destroy a city for the sake of his motion picture. Nor can he sit and wait for a holocaust.

Instead—he creates models of incredible ingenuity; couples them with consummate artistry in photography and processing; produces scenes of awe-inspiring reality.

To aid producer and director in projects such as this; to assist in matching film and mood; to co-operate with processor, exchange, and exhibitor; Kodak maintains the Eastman Technical Service for Motion Picture Film with branches at strategic centers. Inquiries invited from all members of the industry.

Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wobash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santo Monica Blvd.
Hollywood 38, California

The wind-swept sands of North Africa ...
 Screaming Arab terror-raids... The Harem Dance of Desire ...
 The embattled Foreign Legion... The sheik's palace stormed
 - AND THE GLORIOUS MUSIC OF THE NEW

"DESERT SONG"

COLOR BY

TECHNICOLOR



YOU'LL HEAR
 THEM AS
 NEVER BEFORE!

"ONE ALONE"
 "THE RIFF SONG"
 "THE DESERT SONG"
 "ROMANCE"
 and all its
 immortal melodies!

EL KHOBAR
 The wild-riding
 desert lover
 and his willing
 captive!

PRESENTED BY
**WARNER
 BROS.**

AND
 STARRING

KATHRYN GRAYSON · GORDON MACRAE · STEVE COCHRAN

WITH RAYMOND MASSEY · DICK WESSON · ALLYN McLERIE

SCREEN PLAY BY ROLAND KIBBEE · PRODUCED BY RUDI FEHR

DIRECTED BY
 BRUCE HUMBERSTONE

BASED UPON A PLAY BY LAWRENCE SCHWAB, OTTO HARBACH, OSCAR HAMMERSTEIN 2ND, SIGMUND ROMBERG AND FRANK MANDEL
 MUSICAL NUMBERS STAGED & DIRECTED BY LEROY PRINZ · MUSICAL DIRECTION BY RAY HEINDORF

Because GOOD HOUSEKEEPING reaches more than ten million readers—who have confidence in the ads in Good Housekeeping—this smashing ad will create the impact that builds box office. No wonder GOOD HOUSEKEEPING was chosen by Warner Brothers as the lead-off publication for their advertising campaign on the new technicolor musical, "Desert Song", starring Kathryn Grayson and Gordon MacRae.

GOOD HOUSEKEEPING

35¢
 per copy

The Motion Picture Industry's FAVORITE Women's Magazine
 57th Street at 8th Avenue, New York 19, New York

10,650,000
 readership

Tradewise...

By SHERWIN KANE

AN interesting manifestation that the thinking of rank and file exhibitors today is concentrated far more upon the subject of the new technical processes being introduced into the business than it is upon the trade practice complaints being emphasized by their organization officials has been provided at almost every one of the numerous spring conventions of regional exhibitor organizations.

Without exception, the convening organizations have been alert enough to give the new technical processes a very prominent part on their convention programs. The best qualified individuals available have been invited to address the meetings on the new techniques, their cost and probable availabilities. Where possible, demonstrations of new equipment or screenings of 3-D pictures have been provided.

This was done wisely enough, but rarely to the exclusion of the re-hashing of trade practice complaints and unrestrained language concerning buyers' and sellers' relations.

The interesting development is that the rank and file exhibitor in attendance at his organization's convention left no doubt in any one's mind that his interest in running his business in the new tech-

(Continued on page 2)

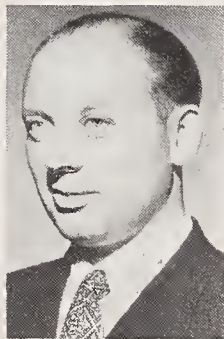
B. Robbins Named Ass't to President

The promotion of Burton Robbins, head of National Screen Service's advertising accessories division, to the post of assistant to the president, was announced at the weekend by Herman Robbins, NSS president.

Succeeding Robbins is Albert G. Stefanic, who joined the company in 1940, after 12 years with Paramount's ad sales department.

Burton Robbins started with National Screen in 1940 in the Philadelphia office as a shipping clerk.

(Continued on page 4)



Burton Robbins

3-D Shorts to Be Released By Paramount

Paramount Pictures will start to deliver 3-D color cartoon shorts in September, Oscar A. Morgan, short subjects sales manager, disclosed here at the weekend, thus making Paramount the first company to announce production of short subjects in three-dimension.

The shorts now being produced in 3-D for Paramount were not identified by Morgan.

It was expected, however, that those which will be available in September will be subjects in the series which Paramount has been marketing

(Continued on page 4)



Oscar Morgan

RKO Radio Sales Meets Start Today

Selling and merchandising campaigns that have been prepared for all pictures on RKO Radio's recently announced release schedule will be outlined to the company's field sales force by president J. R. Grainger and his executive staff in a series of cross-country meetings that will get under way today in New York.

A second meeting will be held in Detroit on Wednesday at the Sheraton-Cadillac Hotel, while the Blackstone in Chicago will be the scene of

(Continued on page 4)

M-G-M Shorts in One Reel Only

Only one-reelers in M-G-M's short subject program will be released for the year beginning Sept. 1, 1953, according to William B. Zoellner, head of newsreels and short subjects sales. There will be four different series.

In the new line-up there will be 38 releases, 28 of which will have color in Technicolor. The remaining 10 will be the Pete Smith Specialties. The color subjects will include 16 M-G-M cartoons, four FitzPatrick Travel-Talks and eight Gold Medal reprint cartoons.

A.A. Opens Miami Convention Today

Miami Beach, May 17.—Allied Artists' international sales convention starts here tomorrow with representatives from its offices throughout the world on hand. R. J. O'Donnell, vice-president and general manager of Texas Interstate, will give the keynote speech, centering his remarks on the new exhibition techniques and his experiences since the inception of the media. A.A. president Steve Broidy will give the official welcome speech.

Variety Meets In Mexico

MEXICO CITY, May 17.—Variety Clubs International's 17th annual convention gets under way here tomorrow and advance registrations indicate that more than 1,000 delegates and guests will be here for the full program of business sessions and social events. After months of intensive preparations by the local tent and its special committees, everything is set for the official opening of the convention tomorrow morning in the Palace of Fine Arts. Mexico's President Don Adolfo Ruiz-Cortines will be presented with a gold membership card by the convention chairman, Louis Montes.

Tomorrow afternoon, delegates and their wives will be taken to the Rancho de la Tapatia where Cantinflas, Mexico's famous comedian, will be host at a barbecue and bull-fight. After a welcoming cocktail party in the Hotel Del Prado, sponsored by the Mexican Hotel Association, the visitors will join the Mexican barkers

(Continued on page 4)

UA Decision Today On Fight Pictures

United Artists executives will decide here today, following screenings of the film taken of the knockout of Joe Walcott by Rocky Marciano in Chicago Friday night after less than two and a half minutes of the first round, whether or not the company will release the 3-D and 2-D versions of the heavyweight championship bout as originally planned.

Controversy which may develop over whether or not Walcott was dazed by the knockout blow or simply

(Continued on page 4)

Federal Act's Application To Rentals Asked

Hillside, N. J., Case May Have Wide Effect

The Robinson-Patman Act, which makes it unlawful to discriminate on prices to different buyers for commodities of the same grade and quality, is being applied to motion pictures for the first time in the current trial involving Jack Unger's Mayfair Theatre, Hillside, N. J., vs. the major distributors. The case is now in its third week in New York Federal Court before Judge Sidney Sugarman. Larry Abrams, attorney for the plaintiff, is using the Robinson-Patman Act's provisions as a part of his arguments before the court.

Industry leaders look upon the Hillside litigation as one of the most important in recent motion picture history because it brings up a phase of distribution-exhibition that has not been the focal point in other cases—that is, alleged discrimination of film rentals between an independent theatre and circuit-operated houses. The case was filed May 11, 1949, and the plaintiff is asking \$600,000 in damages.

In the trial so far, Abrams has pre-

(Continued on page 4)

Aboaf Cites Record Abroad in 'U' Drive

The recently completed "Daff Third-of-a-Century Drive" was called the most successful sales competition abroad in the history of Universal-International by Americo Aboaf, vice-president and general sales manager.

The Eastern and Far Eastern division under Bert Tonks was the winner in a race which saw all three competing divisions wind-up above the assigned quotas, it was reported.

The standing of other divisions were: Uruguay, headed by home office representative James Alexander, the in-

(Continued on page 4)



Americo Aboaf

Personal Mention

DR. RENATO GUALINO, general director of Italian Films Export, arrived in New York yesterday from Rome, accompanied by RALPH SERPE, director of the IFE television and short subjects division.

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., and MRS. SCHWALBERG will leave Chicago today by plane for the International Variety Clubs convention in Mexico City.

ROBERT GILLHAM, well-known industry advertising man, has been elected to the board of directors of Thompson-Starrett Co. Gillham is an executive of the advertising agency of Cunningham and Walsh.

RALPH CRABILL, for 20 years division manager for Warner Theatres in Upstate New York, is in Arnot-Ogden Hospital, Elmira, N. Y., as the result of a heart attack.

DON CARLE GILLETTE arrived in New York from Hollywood and over the weekend left for a month's vacation in Michigan, after which he will return to the Coast.

GEORGE MORRELL, manager of the St. Clair Theatre in Toronto, and his wife and daughter have sailed for a lengthy holiday in Europe.

ABRAHAM A. SPITZ, 100-year-old Providence exhibitor, has been asked to become an honorary member of the Motion Picture Pioneers.

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, returned here over the weekend from Boston.

HILLER INNES, assistant to RUSSELL HOLMAN, Paramount's Eastern production manager, was in Cleveland from New York over the weekend.

CARY WILSON, M-G-M producer, addressed the National Restaurant Association in Chicago at the weekend.

JACK ROTHENBERG, controller of the United Artists advertising-publicity department, has left here for two weeks in Hollywood.

HAROLD GOLDMAN of Beverly Pictures and MRS. GOLDMAN announce the birth of a daughter, JO-ANN, here.

EMERSON YORKE of Emerson Yorke Studios returned here over the weekend from the Coast.

JOHN P. BYRNE, Eastern M-G-M sales manager, will arrive in Boston today for a week's visit.

RUDY BERGER, M-G-M's Southern division manager, is vacationing in Miami Beach.

JACK SWAYER, Shea circuit chief of projection, has returned to Buffalo from the Coast.

Texas COMPO Prepares to Aid Victims of Tornado

DALLAS, May 17.—The executive board of the Texas Council of Motion Picture Organizations in a special emergency meeting appointed Alfred Sack, managing director of the Coronet Theatre here, to serve as the chairman of the committee for tornado disaster relief in Waco and San Angelo.

All circuits and independent theatres in key and secondary cities through Texas are cooperating and participating by having special performances and special midnight shows. The entire proceeds from these shows

will be presented by Texas COMPO to the relief committees in both Waco and San Angelo.

In addition to the cooperation of circuits and independent theatre owners, all film companies and National Screen Service are giving their services gratis, and their employees are individually contributing to the relief fund.

R. J. O'Donnell, chairman of Texas COMPO, assured Gov. Allan Shivers of the complete support of Texas COMPO, which represents the entire motion picture industry of Texas.

Rosmarin to New RKO Post Abroad

Charles Rosmarin has been appointed general sales manager of RKO Radio's Europe-Near East division, and will function as assistant to Joseph Bellfort, division supervisor, it was announced at the weekend by Alfred Crown, the company's foreign sales manager. The post had been vacant.

Argentina manager for RKO since 1949, Rosmarin will assume his new duties on May 25 and will have headquarters in Paris.

He joined the industry in 1931 as an assistant accountant for Columbia and subsequently became district manager in Argentina and manager in Venezuela. In 1945 he was named Argentine manager for Monogram and two years later assumed similar duties for Interamericana, a post he held until he joined RKO.

Warner Heads at Kaufman Tribute

Members of Warner Brothers distribution department gave a farewell luncheon Friday to Lou J. Kaufman, for over 20 years a member of Warner Theatres. Kaufman, who is retiring from business, will leave soon for Florida where he plans to make his home.

Attending were Ben Kalmenson, Robert W. Perkins, Roy Haines, Jules Lapidus, Ed Hinchy, I. F. Dolid, Bernard Goodman, Robert McGuire, Norman Ayers, Ben Abner, Howard Levinson, Bill Brumberg, Sid Rechetnik and Ernie Grossman.

Dickstein to Aid UJA Campaign

Abe Dickstein, branch manager of 20th Century-Fox's New York exchange, has accepted the chairmanship of the employees division for the United Jewish Appeal in the amusement industry.

Assisting Dickstein in organizing the campaign within the film companies are Len Gruenberg, RKO Radio, and David Levy, Universal. Dickstein announced that meetings have already been scheduled in 10 companies.

Duke Clark Forms Distribution Firm

DALLAS, May 17.—Duke Clark, formerly South Central divisional manager for Paramount, and his son, Robert L. Clark, are president and vice-president, respectively, of a new company formed for the distribution of special-feature films, called Tower Pictures Co. It will have headquarters in San Francisco.

Duke Clark, who left here over the weekend with his wife for the formal opening of the new firm there, has signed for the release of "Casanova Brown," "Along Came Jones," "Bell of the Yukon," "Tomorrow Is Forever," "Woman in the Window," "It's a Pleasure" and "The Stranger," and additional pictures. This package was franchised from the Moulin Corp. through Chemical National Bank of New York. David Stillman is president of Moulin.

Closed Another Deal

The company has also closed a deal with Craven Brothers, peanut processors of this city, to become their representative on the West Coast.

Tower Pictures will be associated with a booking and buying organization, the Robert L. Clark Agency, representatives for radio transcriptions, TV product, "live" talent, and theatres.

Fabian Illness Slows S-W, Cinerama Deal

Discussions of the management and licensing deal of Stanley Warner Theatres with Cinerama were held up at the weekend by the illness of Si Fabian, S. W. president.

Indications are that the agreement may undergo further revision and may then be submitted to the Department of Justice for examination. It is not believed, however, that closing would be held up, inasmuch as Justice Department policy rarely permits it to express an opinion in advance on whether or not deals of the kind are likely to conflict with the anti-trust laws. The Department, heretofore, has taken the position that it is not concerned unless a probable breach of the laws has occurred.

Run the Joan Crawford Cerebral Palsy Campaign Trailer Now.

Tradewise...

(Continued from page 1)

nical period now upon him far exceeds his concern over the often fancied grievances, sometimes not applicable to his situation, on which too much emphasis has been placed by too many for too long.

The awareness that such is the case is gradually being brought home to the organizational leaders, and that they, themselves, are turning to the more practical considerations of helping their constituents prepare for the new order of business, also is becoming manifest. Do not be surprised to find an example in kind emerging from the meeting and press conference of Allied States officials in Washington tomorrow.

Had exhibitor organization officials been of such a mind earlier, there need not have been the damaging spectacle of intra-industry strife which was displayed recently before members of the Congress.

Just how much damage was done by bringing on the Senate Small Business Committee hearings at a time when the united industry was pleading its far more vital and urgent case for exemption of admissions from the Federal 20 per cent tax, remains to be seen. But common sense tells us that, regardless of degree, some injury inescapably was done to the tax exemption case.

Exhibitors cannot tell one body of the Congress that the tax is driving them out of business and tell another that trade practices are doing it, and be believed by both.

There is nothing within the realm of practical imagination that the Senate Small Business Committee can propound for the benefit of exhibitors anywhere near in value to them and to the industry that exemption from the admission tax would afford them.

Crawford Kent, Actor

HOLLYWOOD, May 17.—Veteran film actor Crawford Kent died of a heart attack at his home here Thursday at the age of 72. The London-born actor came to Hollywood in 1915 and appeared in such films as "Lives of a Bengal Lancer" and "Mutiny of the Bounty."

Coast Craft Wages Down

HOLLYWOOD, May 17.—The weekly earnings of studio craft workers averaged \$112.10 during March, according to a state labor statistics bulletin. This compares with \$115.15 in February.

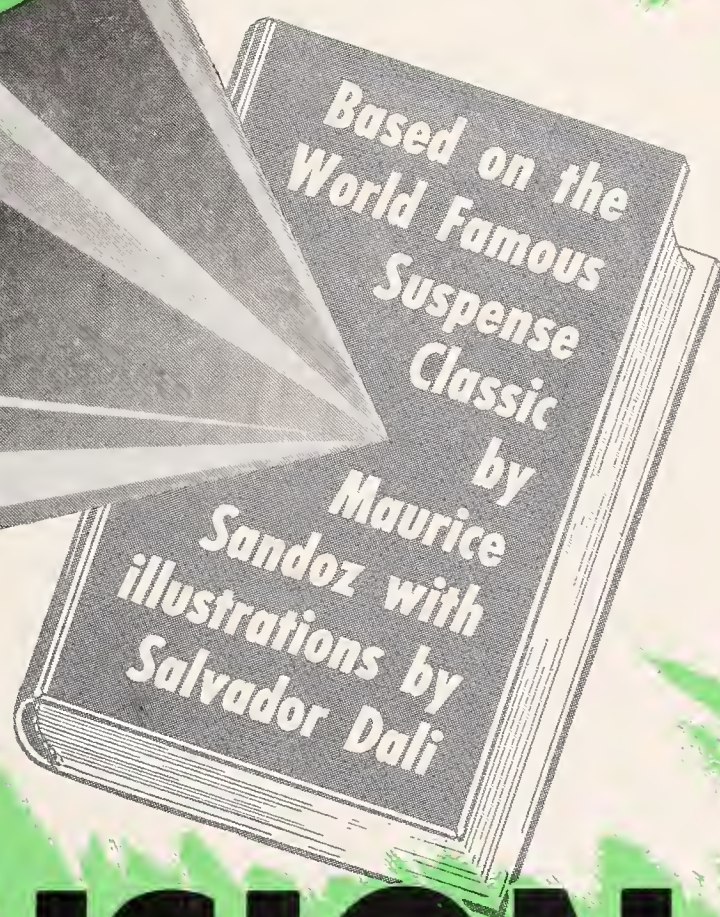
Another Coronation Film

Arthur Mayer and Edward Kingsley have acquired distribution rights to "Royal Heritage," a half-hour subject in Eastman color narrated by Robert Donat, on the Coronation.

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Federal Act

(Continued from page 1)

sented a comparison of film terms on 1,059 pictures covering a six-year period. The pictures played at the Hillside and in Warner Brothers theatres in the area, the plaintiff's house and the Warner theatres being subsequent runs and of comparable size and overhead. It is charged by the plaintiff that the distributors sold product to the Hillside at prices higher than those charged to the Warner houses for the same pictures. It is further claimed that the grosses on those pictures at both the Warner theatres and the Hillside also were comparable.

Overcharges Alleged

The overcharges to the Hillside by the distributors are alleged to amount to between \$75,000 and \$100,000. It is the plaintiff's argument that the circuit-operated theatres cannot use their buying power to knock down film prices for their houses to the detriment of competitive independent theatres.

Whether the Robinson-Patman Act will apply to motion picture rentals is something for the court to decide. Industry observers believe that if the court should rule that the Act is applicable to films, it would have a far-reaching effect in trade practices.

To date, only the plaintiff has given his side of the case. The defendants will plead their side probably this week when the allegations will be denied. The law firm of Phillips, Nizer, Benjamin and Krim represents the major companies. It is expected that the trial will continue for another two or three weeks.

UA Decision Today

(Continued from page 1)

took too much time in getting to his feet is expected to develop and may send fight fans into theatres for another look. This factor adds value to the meagre footage of the fight and, with scenes from the training camps of both contestants added, UA could, if it decides to do so, make up a film despite the fact that the fight itself ended at two minutes and 25 seconds of the first round.

However, the disappointing conclusion detracts materially from the value of the film for theatres following home televising of the fight.

Following are some reports from the field as to how the telecast of the fight affected theatre business Friday night.

BUFFALO: The Marciano-Walcott telecast Friday night took a sock at the local box offices ranging from 35 to 45 per cent, with community houses hit worse than downtown. Even the flood of Canadian visitors which might have started Friday night for the big weekend three-day holiday which includes Victoria Day, did not help.

CINCINNATI: Theatre business, usually slow on Friday night, was considerably below the normal average this Friday due to the telecast of the Marciano-Walcott fight.

ATLANTA: Managers report here that trade was off about 25 per cent Friday night as a result of the telecast of the Marciano-Walcott fight.

CLEVELAND: The majority of first run, downtown, first and subsequent neighborhood houses in all sections of the city reported an approximate 25 per cent drop in average Friday night business and attribute it directly to the

Para. Sets 3-D Shorts

(Continued from page 1)

for many years, namely, "Popeyes," "Noveltoons," "Herman and Katnip" and "Caspers."

The 3-D color shorts will be "sold separately." They will not be distributed as part of the 60 one-reel short subjects line-up which Morgan last month announced for release during the year beginning Oct. 1, it was stated.

Paramount, Morgan said, has developed a "speedy" process for making 3-D color cartoon shorts. Paramount 3-D short subjects also will be available in conventional prints, and the latter will be included in the coming year's release line-up, Morgan said. Production of 3-D short subjects by Paramount after September will be at a rate commensurate with market requirements, Morgan stated.

Ten Branches Win Paramount 'Parade'

CHICAGO, May 17.—Ten branches were announced as winners in Paramount's "Greater Confidence Parade of 1952" by A. W. Schwalberg, president of Paramount Film Distributing Corp., at the company's annual sales meeting which ended today following three days of sessions at Chicago's Bismark Hotel. Prizes totaling \$50,000 will be shared by the winning branches, with 146 individual employees participating.

In addition, the meeting was informed by Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, that 16 employees

have been selected for membership in Paramount's "100% Club," signifying that an employee has rendered exceptional service to the company. For the first time since the club was founded in 1924, a field exploitation representative, Mike Weiss of Philadelphia, has been named to membership in it, Pickman added.

The following branches were named by Schwalberg as winners in the "Greater Confidence Parade":

First place, Detroit, Mike Simon, manager; Second place, New Orleans, William Holliday, manager; Third place, Kansas City, Harry Hamburg, manager; Fourth place, Portland, Ore., Wayne Thiriot, manager; Fifth, St. Louis, Harry Haas, manager; Sixth, Oklahoma City, Buck Weaver, manager; Seventh, Minneapolis, Jess McBride, manager; Eighth, Chicago, J. H. (Steve) Stevens, manager; Ninth, Jacksonville, Ed Chumley, manager; Tenth, Washington, Phil Isaacs, manager.

The following were named to the "100% Club":

EASTERN AND SOUTHERN DIVISION—Edward C. Bradley, office-bookings manager Boston; Frank P. Folger, salesman, Atlanta; M. Dixon Regan, office-bookings manager, Jacksonville; Harold S. Wyckoff, salesman, New Orleans.

MID-EASTERN DIVISION—Jack Howe, salesman, Washington; Mike Weiss, field representative, Philadelphia; Arthur W. Young, booker, Cleveland.

CENTRAL DIVISION—Joseph E. Armgardt, salesman, Chicago; Joseph M. Prill, salesman, Minneapolis; Arnold C. Shartin, office-bookings manager, Minneapolis.

SOUTH-CENTRAL DIVISION—Robert W. Dunn, office-bookings manager, Dallas; Thomas W. Luce, salesman, Dallas; Jack B. Martin, salesman, St. Louis.

WESTERN DIVISION—George T. Carmone, booking manager, San Francisco; King Trimble, salesman, San Francisco; John Vos, salesman, Denver.

B. Robbins Named

(Continued from page 1)

While there, he worked as a booker, print control clerk, and in other departments. He was then transferred to the Albany office as a specialty item salesman, and in 1941 was transferred to the Detroit exchange to assist the branch manager.

In 1946 Burton returned from the Army to NSS, where he was occupied with special assignments. In 1948 he was named head of the advertising accessories division.

Variety Meeting

(Continued from page 1)

for a get-together in the local club's headquarters.

The first business session will be Tuesday morning.

CinemaScope Files

ALBANY, N. Y., May 17.—CinemaScope Products, Inc., a 20th Century-Fox subsidiary, has recorded a statement here designating its New York State offices in New York City for the conduct of its business, which will deal with the manufacture, sale and distribution of CinemaScope products.

fight broadcast.

Some houses report the audience composed mostly of juniors with a noticeable absence of adults.

ALBANY: Telecast of the Marciano-Walcott championship fight affected theatre attendance here Friday night, but it was hard to estimate the extent, due to unfavorable weather and other factors. The Palace reported fewer men than usual. Downtown streets and public places were noticeably deserted as 10:00 P.M. approached.

U. S. Firms Hit for Mexican Pay Hike

MEXICO CITY, May 17.—Demands for a 50 per cent wage increase and an extra day of paid annual vacation have been made upon U. S. distributors in Mexico—Paramount, RKO Radio, 20th-Fox, Warner, Universal-International, Columbia, M-G-M, Eagle-Lion and Republic—by the National Cinematographic Industry Workers Union, announced Pedro Tellez Vargas, secretary general of Local No. 1, Distributors and Theatre Employees.

The demand was made much in advance of the bi-annual revision of the employees' collective labor contracts, which is due in September. Trade opinion is that the union will not win the full pay hike demand because it never has and the 46-cent theatre admission price ceiling has greatly reduced all distributors' income.

Trade leaders also point out that the union always asks for a big pay increase, then finally accepts about 20 per cent. But with lower earnings by the distributors it will be difficult to tell how things will turn out this time.

A One-Man Film

"Tanga-Tika," which opens at the Sutton Theatre here about June 15, is a one-man production, having been produced, written, directed and edited in Tahiti by Dwight Long. Using an all-native cast and Tahitian music, Long made the 74-minute feature in Kodachrome. He will handle distribution to the early runs.

Run the Joan Crawford Cerebral Palsy Campaign Trailer Now.

Bank of America in Deal with Favorite

A distribution arrangement between the Bank of America and Favorite Attractions, Inc. has been concluded, it was disclosed here at the weekend by Favorite, of which Moe Kerman, is president, and Joseph Felder, is treasurer.

Pictures involved are subjects acquired by the Bank of America during recent years, it was stated, and include "Northwest Stampede," "Ramrod," "Body and Soul," "Four Faces West," "Big Town," "Fighting Dorsey" and others. All, it was stated, will be reissued by Favorite.

Negotiations, which were held over many months, were handled by Herbert Jacoby of Schwartz and Froelich for the bank, while Jerry Edwards of Phillips, Nizer, Benjamin & Krim represented Favorite. Releasing plans will be announced by Kerman in about 10 days at a meeting which will be held in Chicago by Favorite franchise holders.

RKO Meetings

(Continued from page 1)

a third session on Thursday. Dates for additional meetings will be set shortly.

Grainger and Charles Boasberg, general sales manager, will preside at the New York meeting which will be attended by L. S. Gruenberg, Metropolitan district manager; R. J. Folliard, Eastern district manager, and branch managers Phil Hodes, New York; H. F. Taylor, Boston; B. Pitkin, New Haven; C. Zagrans, Philadelphia; D. C. Silverman, Pittsburgh; J. B. Brecheen, Washington, and M. Westebbe, Albany.

Grainger, Boasberg and Nat Levy, Eastern division manager, will conduct the Detroit meeting, which will be attended also by Sidney Kramer, short subjects sales manager, and Morris Leiko, Eastern-Central district manager and branch managers J. G. Chinnell, Buffalo; S. C. Jacques, Cincinnati; J. Bernstein, Cleveland; O. N. Ebert, Jr., Detroit; R. L. Brentlinger, Indianapolis.

On the following day Grainger, Boasberg and Kramer will be joined in Chicago by Edward L. Walton, executive assistant to Grainger, and Walter Branson, assistant general sales manager. The meeting will be attended by Carl Peppercorn, Canadian district manager, H. H. Greenblatt, Midwestern district manager and branch managers S. Gorelick, Chicago; L. Elman, Milwaukee; C. J. Dressell, Minneapolis; R. V. Nolan, St. Louis; J. W. Lewis, Kansas City; M. M. Rosenblatt, Omaha, and D. H. Conley, Des Moines.

Aboaf Cites

(Continued from page 1)

dividual branch winner; Trinidad, under manager Tony Garcia, second, with David Mallah in Israel third; Managers Raul Viancos in Chile and Arthur Doyle in Japan took fourth and fifth places; Uruguay was also the winner in the Latin American division; Israel led the European division and Japan finished first in the East and Far East.

In two "drives - within - a - drive" Ecuador, under Francisco Puig, took top honors in the sale of J. Arthur Rank pictures while Manager Monroe Isen in Argentina finished first in 16mm results.

Trailer Business Highly Involved

Hollywood, May 17.—Complexities arising from the technological revolution now include the necessity of filming four kinds of trailers for U-I's "It Came from Outer Space." They are: 3-D trailer announcing 3-D version; 2-D trailer announcing 3-D version; 2-D trailer announcing 3-D version on wide-screen with stereophonic sound; 2-D teaser trailer announcing 3-D version. And when and if the film ever is released in standard form another trailer will be needed for that use, reports David Lipton, national director of U-I's advertising-publicity.

3-D to Highlight Ga.-Ala. Meetings

ATLANTA, May 17.—A symposium on three-dimensional pictures and a 3-D demonstration at the Paramount Theatre will be highlights of the joint convention of the Motion Picture Theatre Owners and Operators of Georgia and the Alabama Theatres Association at the Biltmore Hotel here May 31-June 2. Business sessions will be devoted exclusively to the latest developments in all phases of 3-D and wide-screen exhibition, drive-in and conventional theatre, schools and current industry problems.

Registration starts May 31. E. D. Martin, vice-president of the Theatre Owners of America, will be chairman of the meetings which get under way the next day. Luncheon guests will include Lieutenant-Governor Marvin Griffin and Mayor William Hartsfield. J. H. Thompson, president of the Georgia association, will be luncheon chairman.

List Speakers

Speaking at the first afternoon session will be Alfred Starr, president of the TOA; Herman M. Levy, general counsel of TOA, and screen star George Murphy.

Dick Kennedy, president of the Alabama group, will be chairman of a panel and instruction session on conventional theatre management.

The luncheon will be addressed by T. Hiram Stanley, vice-president and general sales manager of Nehi Corp.

Jack Braunagel, chairman of TOA's drive-in committee, will conduct an instruction panel on drive-in theatre management. Reports of committees and election of officers will end the convention, with C. L. Patrick and Dick Kennedy presiding.

The president's banquet will be held at the Biltmore Terrace, with William McCraw, executive director of the Variety Clubs of America, as principal speaker.

'Flash' in New Form

As an economy measure, RKO Radio Pictures hereafter will issue its sales house organ, *Flash*, in mimeographed form instead of as a printed publication. The company recently cut *Flash's* appearance from a weekly to every-other-week. It will be restored to a weekly in its new format. Jack Level, who has been editor for the last 15 years, continues in the post.

Television--Radio

with Pinky Herman

PRODUCED in cooperation with the American Medical Association, the new TV series, "M.D." distributed by Television Exploitation, Inc. has been acquired exclusively for the NBC-TV Network. The deal involves 130 programs, each four minutes in length, and each dealing with a particular subject in medicine, delivered in language easily assimilated by the layman and designed to satisfy the great American hunger for knowledge of common ailments and general health problems. Entire series was produced by the National Video Productions in Washington, D. C., and its adoption by NBC marks a giant stride forward in the advancement of public health via television. . . . Lark Lanny Ross' MBSongfests for Artcarved has been renewed and the program will resume Sept. 20th. . . . Richard de Rochemont, formerly producer of March of Time film subjects and independent producer of TV films, will join J. Walter Thompson June 1 as veep in the radio and TV dept. . . . General Motors will sponsor the telecasts of NCAA football games for the second year, starting on Sat., Sept. 19, and continuing thru Dec. 5. . . . What price realism? \$500.00. That's what director Perry Lafferty will spend to hire a special camera crew to shoot a single shot (the finale) on tonight's NBChiller-diller, "Eye Witness."

★ ★ ★

Robert Q. Lewis, CBS comic and quizmaster, who has been jumping around the country between TV and radio shows, insists on one non-cancellable clause in his contracts. He must be free to substitute for his pal Arthur Godfrey at any and all times when the need arises. "Q" is currently filling in for the famous Redhead's morning shows. . . . Sid Salkow will direct "Bilsham and the Thief" half-hour telefilm to be produced by Gil Ralston and Arthur Ripley at the Eagle-Lion Studios. . . . John Borghese, formerly with Walt Kramer Productions, is now associated with The Ethos Organization as account executive in charge of promotion.

. . . Not content with having raised more than \$1,250,000 for the Cerebral Palsy fund in six previous campaigns, Dennis James will embark on his 7th 16-hour telethon in San Antonio, Texas, June 6 and 7. . . . Composer-conductor Pembroke Davenport heads for the Coast soon where he'll guest conduct the symphony orchestra at the Hollywood Bowl, Aug. 8. Don't be surprised if Pem comes up with the baton assignment on a new musical which will preem out there and head for Broadway in the Fall. . . . When Hoagy Carmichael's troupe summer-replaces "Your Show of Shows," NBC Commencing June 6, you'll see a new comedian named Jackie Kannon, who hails from Detroit and shows real promise.

★ ★ ★

It had to come. The Palladium production, "Planet Man," which has been aired for the past year via 123 key stations, piling up amazingly high audience ratings, is about to become a TV vehicle. Two top-ranking television producers are at the signing stage to make half-hour telefilms of the exciting series with its natural merchandising tie-ins. . . . Philip Morris will summer-replace "I Love Lucy" with "Racket Squad." You can look for "Racket Squad" to again become a regular TVer, when Lucille and Desi return in the Fall. . . . The Blackburn Twins and Marion Colby will preview a bit of their excellent song and dance routine Saturday on "This Is Show Business." They open on the 28th at the Persian Room.

★ ★ ★

LOTS A DOTS. . . . Fred Waring has kinescopes of every TV program he's made for G.E., totaling about 160,000 feet. . . . French producer Jack Bar and George F. Foley will co-produce "Public Enemy No. 1" starring Fernandel and Zsa Zsa Gabor. N. Y. Sequences to be filmed next month. . . . Lisa Howard will star in "The Portrait," first of a new series of NBC-TV experimental programs titled 'Tales of Morpheus,' this Friday. . . . CBS, in the first quarter of 1953 earned almost a million more than in the similar period last year. . . . Lawrence Menkin leaves DuMont June 1 to become WOR and WOR-TV director of programs. . . . Buddy Costa's fine warbling of "Enchanted Guitar" on Pyramid records could zoom the lad into the big time. . . . Marian Anderson and Ethel Merman added to the Ford 50th anniversary TV show. . . .

Detroit 1st-Runs Are Enjoying Healthy Grosses

DETROIT, May 17.—"House of Wax," now going into its third week at the Michigan, is grossing in excess of \$50,000 a week. The first week's box-office receipts broke all house records, taking in more than \$60,000.

The Palms, another United Detroit house, grossed over \$30,000 since the Wednesday opening of "Man in the Dark." All previous box-office records are also expected to be broken with the 3-D film.

The Fox is doing a tremendous business with the Martin and Lewis show. The team was greeted by a line-up at the box-office more than several city blocks long. The house expects over \$100,000 at the box-office for the week's engagement.

"The President's Lady" is on screen.

"Cinerama" at the Music Hall has passed the \$300,000 mark with advance sales as it goes into its eighth week.

Thomas, Marcus at Rocky Mt. Meeting

DENVER, May 17.—Bill Thomas, of Pine-Thomas Productions, and Ben Marcus, treasurer of national Allied, will be the principal speakers at the one-day convention of Allied Rocky Mountain Independent Theatres, scheduled at the Park Lane Hotel here on May 26, with the morning session being devoted to a discussion of wide-screen and 3-D equipment.

At the afternoon session, subjects to be discussed will include pre-releasing of pictures, the 20 per cent admission tax repeal, and the Senate Small Business Committee hearings. The balance of the meeting will be given over to an open forum and the election of directors.

The afternoon session will be followed by a cocktail hour, which will precede the dinner and dance.

On May 27, in the morning, a screening of the 3-D "Sangaree" will be held at the Denham Theatre.

All exhibitors, whether Allied members or not, are invited to the meeting.

Film Fair in Toronto

TORONTO, May 17.—Approval of a proposal to stage Canada's first Film Industry Trade Fair in November in Toronto was given at a meeting of directors of the Motion Picture Theatres Association of Ontario here at which vice-president W. A. Summer-ville, Jr., was chairman. The exhibition would be held in conjunction with a series of annual industry conventions during the week of Nov. 23, including sessions of the Motion Picture Industry Council of Canada, the National Committee of Motion Picture Exhibitors' Associations and the Ontario Theatres Association.

3-D, Wide-Screen for Holt

HOLLYWOOD, May 17.—Paramount's Nat Holt production, "Flight to Tangier," starring Joan Fontaine, Jack Palance and Corinne Calvet, will be shot in 3-D, for wide-screen, in color by Technicolor. The picture will go before the cameras tomorrow.

See Theatre Business Going to the Dogs

Columbus, O., May 17.—Ohio theatremen face the prospect of seeing some of their business going to the dogs. The Buckeye Greyhound Racing Association has been organized by O. Glenn Lockhart of Steubenville, to push enactment of a law in the state legislature legalizing greyhound racing. Lockhart said that "legitimate Ohio businessmen" are sponsoring the legislation and are not associated with any racing interests outside the state, as previously reported.

20th Sets Six in Color for Summer

Six of 20th Century-Fox's 10 releases for June, July and August will be in color by Technicolor, with one picture in both Technicolor and 3-D.

The Technicolor line-up will commence with "The Girl Next Door," starring Dan Dailey, June Haver and Dennis Day, and "Powder River," starring Rory Calhoun, Corinne Calvet and Cameron Mitchell.

In July, the slate will be headed by "White Witch Doctor," starring Susan Hayward and Robert Mitchum; "The Farmer Takes A Wife," Betty Grable, Dale Robertson, Thelma Ritter and John Carroll, and "Inferno," first 3-D, Technicolor picture to be presented by the company. Robert Ryan, Rhonda Fleming and William Lundigan are starred. "Gentlemen Prefer Blondes," with Jane Russell and Marilyn Monroe, rounds out the color summer productions.

Set CinemaScope For Boston, Pitts.

CinemaScope demonstrations will be held at Pittsburgh's Stanley Theatre Wednesday, and at the Metropolitan Theatre, Boston, on May 26, 20th Century-Fox disclosed here at the weekend.

Following the pattern established at demonstrations in New York, Philadelphia, Chicago and Detroit, exhibitors and other industry leaders, as well as members of the press, will be invited to the Pittsburgh and Boston previews.

Al Lichtman, director of distribution, will attend the Boston demonstration, to discuss procedures for ordering and equipping theatres with CinemaScope. Alex Harrison, 20th-Fox home office representative, will attend the Pittsburgh showing.

Meanwhile, a new batch of 110 CinemaScope orders was disclosed by 20th-Fox. Among them are: 26 installations in Canada for Sam Fingold, National Theatres Service, Ltd., Toronto; installations for 10 situations of Premier Theatres, Evansville, Ind., and eight Rugoff and Becker New York situations.

Dissolve Protestant Unit

ALBANY, N. Y., May 17.—The Protestant Film Commission, Inc., a membership corporation, has been dissolved.

Reviews

"The Girl Next Door"

(20th Century-Fox)

THIS IS A MILD LITTLE STORY that bubbles over with musical and dance selections, lushly produced in color by Technicolor. The story material is incidental to the nine musical numbers which keep the stars quite busy. The mood is set immediately with a singing introduction by a line of girls while the credits are flashed on the screen.

Dan Dailey, June Haver and Dennis Day head the cast, which also includes Billy Gray and Cara Williams. They are nice friendly people, suffering from somewhat unimportant troubles, who are never given a chance to become warm characters because they are held in check by an ineffective script. Dailey and Miss Haver are established attractions but are forced to work with choreography which is limited in appeal for the most part and songs which are just run-of-the-mill.

The story is tied around the plight of Miss Haver, a musical comedy star, and neighbor Dailey, a cartoonist, falling in love. When they finally realize they are in love, they have to hurdle the barrier set up by Dailey's son whom he has raised since the death of his wife. This precocious little youngster just doesn't see the need for women in the world. It appears that two lovers will now break up because they cannot reconcile themselves to marrying against the child's will. Of course, the expected ending will please those who enjoy to see "true love triumph."

There seems to be an overabundance of dream sequences which are fashioned solely as excuses to enable the principals to dance. Dennis Day and Miss Williams provide secondary love interest and Billy Gray gives a competent performance as Dailey's son.

Perhaps the most imaginative touch in the entire film are the animated cartoon sequences by United Productions of America, producers of the Gerald McBoing Boing series. Since Dailey is a cartoonist, segments of the story and a dream or two are translated into cartoons.

Richard Sale directed and Robert Bassler produced. This film was Miss Haver's last before she entered a convent.

Others in the cast are Natalie Schafer, Clinton Sundberg, Hayden Rorke, Mary Jane Saunders, Donna Lee Hickey, Lyn Wilde, June Wuster, Beverly Thompson.

Running time, 98 minutes. General audience classification. For June release.

"Pickup on South Street"

(20th Century-Fox)

AN action melodrama with Communist espionage is offered in this 20th Century-Fox production. For those who do not scrutinize the plot too critically it will provide highly charged and satisfying drama. Headlining a good marquee cast are Richard Widmark, Jean Peters and Thelma Ritter.

Widmark gives a performance that sizzles with excitement and explosiveness. As a pickpocket, his dextrous fingers lift a wallet from the purse of a shapely young lady in a subway. Unbeknown to the lady, Jean Peters, the wallet contains a film of valuable information for a Communist spy ring. And therein lies the tale. F.B.I. agents trailing Miss Peters are given the slip by Widmark. At the same time, the Communist agents, learning of the loot, embark on a desperate drive to recover the wallet.

Widmark is a man of little respect for the police, so their efforts to recover the film are unavailing. More enticing to him is the promise of the money the film can yield from the Communists.

Miss Peters sets out as a cat's paw to retrieve the wallet. But two things happen to change her mind. One, she falls in love with Widmark; two, she learns to her disgust that she has been the dupe of Communists.

Miss Peters gets some sound bludgeoning in the picture. First from Widmark and then from Richard Kiley, a Communist agent.

A cleverly built-up atmosphere of suspense hangs over the film as Widmark finally joins the ranks of the law and goes on to help eliminate the spies. At the same time he cuts a path to romance with Miss Peters. An oddly pleasing performance is contributed by Thelma Ritter, as a tie-peddler with a fund of helpful underworld knowledge. Good waterfront photography helps heighten the picture's mood.

Samuel Fuller directed from his own screenplay, Jules Schermer produced. The original story was by Dwight Taylor.

Others in the cast include Murvyn Vye, Richard Kiley, Willis B. Bouche, Henry Slate, Jerry O'Sullivan and Harry Carter.

Running time, 80 minutes. General audience classification. For June release.

600 Midwest Dates For 'Powder River'

"Powder River," 20th Century-Fox, will open in more than 600 theatres in the Midwest and in the Salt Lake City area during the four-week period beginning over Decoration Day weekend.

The campaign will embrace theatres in Iowa, Missouri, Wisconsin, Nebraska and Utah. Regional and point-of-sale newspaper and Sunday supplement advertising will spearhead the drive.

Run the Joan Crawford Cerebral Palsy Campaign Trailer Now.

Film Company Cash Dividends Are Off

WASHINGTON, May 17.—Publicly-reported cash dividend payments by motion picture companies amounted only to \$1,216,000 last April, compared to \$3,194,000 in April, 1952, the Commerce Department reports.

It said two factors accounted for the drop: United Paramount Theatres last year paid \$1,650,000 in April, while this year the merged AB-PT paid only \$1,077,000. Secondly, last year Warner Brothers paid \$1,405,000 in April, against nothing this April. Commerce officials said the new Warner film company plans to pay its

NEWS in Brief . . .

CHICAGO, May 17.—After hearing the appeal by the Winston Theatre Corp. of the District Court's decision that the RKO Grand still is subject to the restrictive clauses of the Jackson Park decree, the Appeals Court here has taken the case "under advisement."

CHICAGO, May 17.—The U. S. Court of Appeals has heard the government's appeal from the district court's decision in favor of a group of Chicago drive-ins which were charged by the Justice Department's anti-trust division with price-fixing. Decision was reserved.

HOLLYWOOD, May 17.—M-G-M. will withdraw its damage suit against Mario Lanza, with the singer giving the studio the right to use his recordings of the musical score of "The Student Prince," under a settlement of their differences. The score had been recorded before Lanza failed to appear for actual shooting of the picture. Another actor will be assigned to the role.

CINCINNATI, May 17.—Rex Carr, for many years general manager of the Theatre Owners Corp., a buying and booking agency serving more than 50 theatres in the Greater Cincinnati area, has resigned to take over the Ritz and Zuring theatres in Indianapolis, formerly operated by Manny Marcus. James McFonald, TOC booker, has taken over the post vacated by Carr.

"Moulin Rouge," which broke the 34-year record at the Capitol Theatre here for long-run engagements, will start a 15th and final week on Wednesday. It was said that the film could continue indefinitely at the Capitol, but commitments for showings on the Loew circuit require it to be withdrawn on May 26.

May 26 Hearing on Triple Damage Bill

WASHINGTON, May 17.—A House Judiciary sub-committee will hold hearings May 26 on a bill to give Federal district court judges authority to award less than treble damages in private anti-trust suits.

At present, treble damages are mandatory whenever a defendant is found guilty. House Judiciary Committee Chairman Reed (R., Ill.) has sponsored the discretionary damages bill, and will be the lead-off witness before the sub-committee, headed by Rep. Keating (R., N. Y.). Other witnesses at the May 26 session will probably be spokesmen for bar groups, a sub-committee official said.

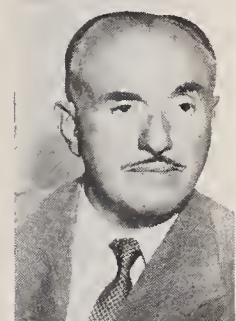
He added that there would be additional hearings at some later date at which film industry spokesmen and other interested parties can appear. The Motion Picture Association of America, which backed the idea in hearings some years ago, has already asked to be heard, it was understood, and Allied States Association, which opposes the idea, will also probably want to be heard.

dividend in May, and that the Department has no word on the dividend plans of the new theatre company.

New Warner Camera Usable In All Media

Flexibility Is Claimed For Color Or B&W

Development by Warner Brothers studios of a new all-media camera "which promises to revolutionize motion picture photography" was announced yesterday by Jack L. Warner, who has arrived here from the Coast, it was disclosed in a company statement.



Jack Warner

The new camera employs singly or in combination features of three-dimensional and wide-screen Warner-Scope, the studio head stated.

"Our new camera wraps up in one compact package the most important technical advances in production," Warner said. "Everything we have

(Continued on page 3)

Para.-DuMont Ruling On Control Stands

WASHINGTON, May 18.—The Federal Communications Commission has refused to reconsider its Feb. 9 decision that Paramount Pictures controls Allen B. DuMont Laboratories.

The earlier decision was one of the many points involved in the complicated Paramount merger and anti-trust proceedings. Some weeks after the decision, DuMont asked the Commission to reconsider its finding on this point.

Under FCC rules, no more than five television stations can be allowed

(Continued on page 3)

CinemaScope Taken By 94% of Circuits

Ninety-four per cent of the country's leading circuits have applied for CinemaScope equipment, according to an announcement by Al Lichtman, 20th Century-Fox's director of distribution.

National Theatres, in the largest

(Continued on page 8)

Broidy Cites A.A. Int'l Sales Force At Miami Conclave

MIAMI BEACH, May 18.—High tribute to the international sales force of Allied Artists was paid here today by president Steve Broidy at the opening session of the company's first international convention at the Roney Plaza Hotel.

Commenting on the "family" relationship within the organization, Broidy said that the A.A. "family" had been recognized by the trade as being "one of the happiest and now one of the most successful in the industry."

"One reason why we occupy the

(Continued on page 3)



Steve Broidy

First 3-D Fight Film in Theatres

United Artists made up a 17½-minute three-dimensional film of the Rocky Marciano-Jersey Joe Walcott heavyweight championship and delivered the first prints to Broadway and

(Continued on page 8)

3-D Already Creating New Audiences, O'Donnell Says

MIAMI BEACH, May 18.—Proof that 3-D and wide-screen pictures are capable of creating new audiences was given by R. J. O'Donnell,



R. J. O'Donnell

survey conducted in our larger cities during the showing of "House of Wax," O'Donnell said. "Our man-

agers talked with thousands of people and came up with the amazing discovery that a great percentage of patrons belonged in the lost audience category and at least 15 per cent were brand new patrons. This, in addition to our normal audience, cannot help but prove a bonanza to our industry. And I predict that with the lost audience, the new patron and the normal attendance, three-dimension and larger screens will recreate the motion picture attendance habit."

After praising Allied Artists and its leaders for their progress, O'Donnell traced his experiences with the new medium and stereophonic sound in his Texas theatres. In this connection, he pointed out that the costs of stereo-

(Continued on page 8)

\$1,374,000 Para. 1st Quarter Profit

Earnings of \$1,374,000 after provision for income tax, is estimated by Paramount Pictures for the first quarter ended April 4. This compares with earnings of \$1,355,000 reported by the company for the corresponding quarter last year.

The estimated earnings do not include Paramount's net interest in the combined undistributed earnings of partially owned, non-consolidated companies of \$383,000 for the first quarter of 1953.

Rank Springs Own Wide-Screen System At London Premiere

By PETER BURNUP

LONDON, May 18.—The J. Arthur Rank Organization gave its hitherto unseen wide-screen an introduction to the public with the European opening at the Leicester Square Odeon Theatre here of 20th Century-Fox's "Tonight We Sing."

The audience gasped at the magnificence of color and the sense of almost uncanny depth unveiled to them. Film specialists, including many Americans, dropping by to catch the premiere of

(Continued on page 3)

Technicolor To Make 122 Films in '53

Kalmus Says Company Is In Midst of New Media

By MURRAY HOROWITZ

One hundred and twenty-two feature films have been contracted for this year for color by Technicolor, representing a new high for Technicolor, Inc., Dr. Herbert T. Kalmus, president and general manager, informed stockholders here at the company's annual meeting yesterday.

The large number of Technicolor productions, Dr. Kalmus said, finds the company in the midst of new technological advances in screen presentation. He said Technicolor is working in cooperation with producers presenting 3-D, CinemaScope, Cinerama and the Todd-American Optical process.

Dr. Kalmus' report was highlighted

(Continued on page 3)



Dr. Herbert Kalmus

20th's Proxy Fight Finale Here Today

The last act of the 20th Century-Fox proxy fight waged by Charles Green, who with associates began adding to his 20th-Fox holdings as long ago as last January, will be played out today at the company's annual meeting at the home office.

The results hardly are in doubt, since company stockholders backed the Spyros P. Skouras management by a four to one margin in approving the elimination of cumulative voting

(Continued on page 3)

New 35mm Camera Shown By M-G-M

HOLLYWOOD, May 18.—A camera that will turn out standard-sized 35mm film which can be exhibited in 2.66-to-1 (CinemaScope's) aspect ratio, without use of anamorphic lens on either projector or camera, has

(Continued on page 8)

Personal Mention

JOSEPH PASTERNAK, M-G-M producer, is expected here from Toronto tomorrow, en route to Paris.

JACK HANEY, 25 years on the news-gathering staff of Movietone News, was hosted on the anniversary occasion by members of the New York staff, headed by **EDMUND REEK**, vice-president and producer.

ELMER F. LUX, head of the Elmart Theatres circuit, Buffalo, has been named chairman of the 48th Annual Orphans Automobile Outing, staged each year by the Automobile Club of Buffalo.

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's, and **ARCHIE WELTMAN**, of the company's retirement plan, have returned from Miami vacations.

FRED DU VALL, treasurer of MPAA, became a grandfather for the second time when a baby girl was born to his daughter and son-in-law, **MR. AND MRS. RAYMOND BUCHANAN**.

DANNY KAYE on May 22 will headline the show at the dinner of the White House News Photographers Assn. in honor of President Eisenhower.

HERB COPELAN, Havana theatre operator and formerly a Warners theatre executive in New York, is spending this week in Gotham.

J. J. DE BOER, manager of the Columbia branch of Westrex Co., Caribbean, has returned to Bogota following a visit here.

BARNEY TARANTUL, partner in the Burnside Theatre Corp., East Hartford, Conn., is back at his desk following a protracted illness.

J. C. WATSON, field promotion man in Cincinnati and Columbus for M-G-M, is in New York.

HENRY REINER, of National Screen Service, is back in New York from Florida.

TED ROUTSON, manager of the Playhouse, Baltimore, is in Sinai Hospital for a check-up.

BOB RAPPAPORT of the Town Theatre, Baltimore, has left for California on business and pleasure.

ALLEN DOWLING has arrived here from the West Coast.

GERALD L. ATKIN, former director of advertising and exploitation for Stanley-Warner Theatres in Albany, has joined the Cayton advertising agency in New York.

JOHN M. BORGHESE has joined the Ethos Organization, a public relations company. He was formerly with Walt Framer Productions.

Wide-Screen 'Bay' of U-I 'Moon Blue' Up At Loew's State Tonight

Universal-International's "Thunder Bay," with color in Technicolor, will have its premiere at Loew's State Theatre here tonight on the full-stage screen and stereophonic sound system developed by U-I, before an invited audience of civic and industry leaders, personalities of stage, screen, radio and television, and press and magazine representatives. "Thunder Bay" starts its regular engagement tomorrow morning.

Occupying 1,000 square feet of space instead of the regular screen size of 352 square feet, the new screen measures 24-by-46 feet or a 1:85 to 1 ratio. It is curved on a 90-foot radius and is made of a textile sprayed with an aluminum solution, providing a light magnifying factor of 4 to 1 and extends from proscenium to proscenium.

U-I executives attending will be headed by **Milton R. Rackmil**, presi-

dent; **Alfred E. Daff**, executive vice-president; **Edward Muhl**, vice-president and general production executive, and **Charles J. Feldman**, general sales manager. **Morris Weiner**, studio manager, and **Stanley Horsley**, head of the studio's special photographic department, who have been in New York to supervise the installation of the large screen and directional sound system which they developed, will also attend.

Martin Starr, Broadway-Hollywood reporter for radio station WINS, will interview the guests at the theatre.

Universal also showed its 3-D wide-screen process on the West Coast last night with its "Man from Outer Space" as the feature attraction. The same film and process will be shown to U-I home office executives this morning at the RKO 86th Street Theatre here.

W.Pa. Allied Opens Par's 3-D 'Sangaree' Convention Today Opens Here May 28

PITTSBURGH, May 18.—The 32nd annual convention of Allied of Western Pennsylvania starts here tomorrow. The sessions will run two days at the William Penn Hotel.

Highlights of the meeting will be technical developments in exhibition, explained by RCA engineers from Camden, as well as by **Herbert Barnett**, president of the Society of Motion Picture and Television Engineers. Other scheduled speakers are **Si Fabian**, president of Stanley Warner; **Leon Bamberger**, sales promotion manager of RKO Radio, and **Charles Blatt** of the legislative committee.

The annual banquet Wednesday night will follow the election of officers.

Information Chief Answers Directors

WASHINGTON, May 18.—Dr. Robert L. Johnson, head of the International Information Administration, said today that the government has not yet hired any film directors for the U. S. information program and that any announcement along such lines must wait for the "appropriate time."

Johnson said that earlier State Department inquiries had merely been concerned with "availability" of certain directors, and had not actually been a hiring of these directors. He emphasized that the Department wants the industry's cooperation and regretted that any misunderstanding had arisen.

The Johnson statement climaxed a period of confusion which began last week when the Screen Directors Guild in Hollywood announced that 28 directors had been drafted for the information program. Later in the week the Department denied drafting any film directors.

First three-dimensional picture to be presented on a newly-devised wide-screen built to specifications developed by Paramount engineers will be the company's color in Technicolor production, "Sangaree," when it opens May 28 at the Victoria Theatre on Times Square.

Maurice Maurer, vice-president of City Entertainment Corp., which operates the Victoria, reports that alterations are underway in preparation for installation of a proscenium-to-proscenium panoramic screen for showing the picture.

Additionally, Maurer said, the Victoria projection booth is being completely rebuilt and will be fitted with special equipment recommended by Paramount large-screen designers and engineers.

The aspect ratio of the Victoria's new large screen will be the Paramount-recommended one foot in height for every 1.66 feet in width.

Naturescope Inventor Talks Screen Deals

CHICAGO, May 18.—Dr. Edgar L. Fuller, inventor of the Naturescope process, claimed to be able to convert standard film into three-dimensional effects in projection, and his associate **Kay Naify**, formerly of the Naify circuit in California, are here to discuss production of Naturescope screens with local equipment manufacturers.

Segal Leaving RKO; Stern Replacing

Maurice Segal has resigned as trade press contact for RKO Radio, effective June 1, to join the new Richard Condon-Kay Norton publicity firm. **Alfred Stern** of the RKO Radio publicity staff has been named to replace Segal.

'Moon Blue' Up On Appeal Thurs.

Presidents of member companies of the Motion Picture Association of America will review United Artists' "The Moon Is Blue" Thursday afternoon. The screening is for UA's appeal from the Production Code Administration's refusal of a seal for the picture.

Approval of the production by the presidents could override the PCA's position. "The Moon Is Blue" has been passed by the New York and Pennsylvania boards of censors.

Services Today for Vetluguin, Producer

Funeral services will be held here today in Universal Funeral Chapel, for **Voldmar Vetluguin**, 54, motion picture producer, writer and editor, who died Friday in the Hotel Beverly.

Vetluguin made his start in pictures as assistant to **Louis B. Mayer** in the story department of M-G-M in Hollywood, later joining the production department of Columbia. He returned to New York about three years ago.

Promote 'Melba' Songs

United Artists has appropriated \$50,000 for the exploitation of the music from "Melba," S. P. Eagle's color in Technicolor production, and has named **Lyle K. Engle** as musical exploitation consultant to the company. "Melba" will have its world premiere June 24 at New York's Capitol Theatre. The premiere will benefit a charity, identity of which will be set shortly.

Services at Ezell Drive-in

DALLAS, May 18.—Claude Ezell, founder and organizer of the International Drive-in Theatre Owners Association and president of Ezell and Associates, will make the Buckner Boulevard Drive-in Theatre available to **Dr. Billy Graham** during his 30-day Evangelistic Crusade in Dallas beginning May 28.

NEW YORK THEATRES

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ALAN LADD **JEAN ARTHUR** **VAN HEFLIN**
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PARAMOUNT

in person
THE FOUR ACES
ALAN KING
THE MARTIN BROS.
JERRY GRAY
AND HIS
BAND OF TODAY

Midnight Feature

Broidy Cites

(Continued from page 1)

strong position we do today," Broidy said, "is that ours is an organization of doors and not a push-button operation."

Addressing his remarks to the delegates including those from 50 nations, who were introduced by Norton V. Ritchey, president of the company's foreign subsidiary, Broidy said:

"My deep gratitude goes to MacGregor Scott, under whose leadership the performance of the Associated British-Pathe (Allied Artists distributor) sales staff has been truly inspirational.

"Their achievement of more than doubling the quota in their recent sales drive was an all-important factor leading to this convention.

"I extend heartfelt thanks to Norton Ritchey and the men and women of his organization, to Oscar Hanson and Frank Vaughan of Canada, and to John Dervin of Stratford Pictures (Allied Artists subsidiary) for their drive, their loyalty and the record-breaking results they have obtained.

"And while you men in the worldwide field have been establishing wonderful records during the past year, our forces here at home have set some marks of their own. Our recent Morey Goldstein sales drive was the most successful of all time, a tribute to the man for whom it was named."

Praise Harold Mirisch

Broidy also praised Harold J. Mirisch, G. Ralph Branton, George D. Burrows and Edward Morey, vice-presidents; and Walter Mirisch, executive producer, for their "untiring efforts that have helped guide Allied Artists to the strongest position in its history."

Prophesying a bright future for Allied Artists, Broidy said that "outstanding as our current program has been, I assure you that the schedule now in preparation offers a line-up of films that any studio in Hollywood would be proud to own."

Speaking of the company's first three-dimensional film, "The Maze," on which shooting recently was completed, he said it is "an exciting property, fully up to expectations in every way."

Other forthcoming films, he said, will include "Annapolis '53," a story of the United States Naval Academy, and "The Black Knight," "Fighter Attack," "Wichita," "The Royal African Rifles" and "The Adventures of Hajji Baba," all in color.

Broidy revealed that negotiations have been completed with 20th Century-Fox for "The Annapolis Story" to be filmed in CinemaScope. The production start of the new film will depend upon the availability of the cinescope lenses. The picture is scheduled to go before the cameras early in June.

Broidy also revealed that plans are now being formulated with MacGregor Scott, general sales manager of Associated British Pathe, for the company to hold another international sales convention next year in London. Delegates will also go to Paris for special meetings with European exhibitors. Individual foreign meetings, under direction of Norton Richey, president of the company's foreign subsidiary, and a domestic gathering under Morey Goldstein, general sales manager, are scheduled for tomorrow.

Technicolor to Make 122

(Continued from page 1)

by a very favorable profit picture for the first quarter of 1953, both here and abroad, a forecast that 1953 profits would be about 50 cents more per share than last year.

Management's proposal to split the stock of Technicolor, Inc., at the rate of two shares for one was overwhelmingly adopted. Stockholders also voted in favor of management's slate of four directors, and of the change in the shares from no par value to par value of one dollar. Other issues which won stockholders approval were the elimination of preemptive rights and the reduction of the capital of the corporation to the par value of the new shares.

For the first quarter of 1953, the consolidated net profit was estimated at 94 cents per share, as compared to 56 cents per share for the same period of 1952. Dr. Kalmus said that the consolidated net profit after taxes on income for the quarter ended March 31 was estimated to be \$896,838, as compared to \$518,948 for the corresponding quarter in 1952.

Referring to the industry's new presentation methods, he said that Technicolor numbers among its customers "practically every important producer in Hollywood and we are working with most of them on one or another of these processes." Stressing the demand for color, Dr. Kalmus contrasted the 122 pictures contracted for this year, with the 97 produced in Technicolor last year.

Fifteen of the Technicolor productions this year will be presented in the theatres on wide screen, Dr. Kalmus reported, referring either to Cinerama, CinemaScope or Todd-American Optical. Twenty will be 3-D productions, he added, with about 35 for conventional screen presentation. The remainder of the 122 contracted for, he explained, represent pictures, the process of which have as yet to be determined.

Warner Camera

(Continued from page 1)

learned through the years about producing two and three-dimension films, plus many years of wide-screen research, have gone into the design."

"Equalling in importance the flexibility of the camera is the true life realism it achieves in WarnerColor or in black and white," it was stated.

The new all-media camera was designed and developed at the studio under the direction of Al Tondreau, head camera research engineer. The first feature to be photographed with the new camera will be "Hondo," a Wayne-Fellows production, to be filmed in Mexico with John Wayne as the star.

Interaxial Distance Small

The Warner camera contains twin lenses whose optical centers can be brought as close together as one and one-eighth inches, it was said. This interaxial distance is believed to be the smallest yet achieved without photographic light loss in a practical 3-D motion picture camera.

The nearness of the lenses' optical centers permits photographing close-ups from a distance of only three feet without distortion, it was said. Also, it gives true perspective at all distances.

A specially devised dial supplements optical focusing reducing the

The Technicolor president reported that a "very important recent development" in the research and technical and engineering departments now permits the producer the added flexibility of the choice between "using the special Technicolor three-strip cameras, or single strip color negative, such as Eastman or Ansco color negative, through any black and white motion picture camera, and from the negative of whichever one he uses.

Twenty-seven companies have signed to produce the 122 films during 1953, Dr. Kalmus said.

Dr. Kalmus reported that Technicolor, Ltd., the British affiliated company, was "following the same pattern of operation and profit" as Technicolor Motion Picture Corp., the operating subsidiary of Technicolor, Inc. He added that figures for the British affiliate for the first quarter of the year "are breaking all previous records as to volume and profits both before and after taxes."

Forecasting the profit level for the current year, Dr. Kalmus estimated that profits would be about 50 cents more per share than last year, taking into consideration that business may fall off about 15 per cent for the remainder of the year due to the transition stage of the industry and other factors. This 50 cents per share forecast would be "more than \$1 per share" if the excess profits tax was eliminated in the middle of the year, he added. He said Technicolor would support the industry's attempt to meet the challenge presented by competitive factors such as TV by cooperating wholeheartedly in the achievement of new methods of screen presentations.

Reelected to the board for another three-year term were: Lester G. Clark, George F. Lewis and Kalmus. Leonard Lyon was elected to the board for the same three-year term to fill the vacancy caused by the death of John L. Anderson.

Rank Screen

(Continued from page 1)

just another picture, were amazed.

Rank's people make the claim that their screen is "the most advanced method yet used for public exhibition." They assert also that it "is believed to be the best in the world."

Picture ratio of the screen is 1.6 to 1, but it is adaptable to other ratios. Dimensions of the Leicester Square version are 44 feet by 25 feet, with a curvature depth of two feet. The screens, in appropriate dimensions, are to be installed soon in all key Rank theatres.

The screen was developed by John L. Stableford, a member of Rank's equipment making group, in conjunction with Sidney Swingler and other members of Rank's theatre technical staff. Rank's engineers maintain that the amperage on the arcs had not been boosted to produce the superb resultant lighting. Apart from special projection lenses, the lenticular screen is responsible for most of the effects. Complete technical details of the process, however, are momentarily withheld.

factor of human error. The camera can be fitted with compressive lenses being now readied for WarnerScope wide-screen photography in two and three dimensions.

Para. Ruling

(Continued from page 1)

any company or companies under common control. The FCC ruling that Paramount controls DuMont means that only one more station can be allowed either Paramount or DuMont, since DuMont already has three and Paramount one.

Today's FCC decision, issued without dissent, called Paramount's position in DuMont "carefully devised to assure substantial influence." The whole record before the Commission, the decision said, "presents a picture of consistent management cooperation" between Paramount and DuMont.

"Substantial Influence Seen"

Even if there had been a "less harmonious working relationship" between the two firms, Paramount's position in DuMont would still be a position of control under the meaning of the Communications Act, the Commission said. It declared that Paramount's power to nominate three of the eight DuMont directors and three corporate officers including the financial officers, and Paramount's power to block major corporate action through its ownership of DuMont B stock "can lead to no other conclusion than that Paramount, in return for its investment in DuMont, successfully assured itself of a voice in DuMont so powerful that it is in a position to exert a substantial influence in corporate decisions." To make any other finding, the FCC concluded, would be to "make a mockery" of the Congressional intent in the Communications law.

20th-Fox Meet

(Continued from page 1)

for the election of directors of the company at a special meeting in Wilmington, Del., two weeks ago.

With cumulative voting ended, Green stands no chance of electing any of his five nominees for the 10-man 20th-Fox board at today's meeting. The proxies counted at the special meeting and sealed thereafter, will be re-opened at today's meeting and recounted on the vote for directors. The company's slate of 10 directors is sure to be elected by a comfortable margin.

Two Green Resolutions

Also to be counted at today's meeting is the vote on two resolutions proposed by Green, one restricting the company's action in contractual matters and the other requiring stockholders' approval for payment of salaries to anyone in excess of \$100,000 annually. Whatever flare-up may occur at today's meeting is expected to be in connection with Green's advocacy of the two amendments.

Rep., Mono. Shares Feature Buying

Heavy trading in Republic Pictures and Monogram stock featured the amusement shares in yesterday's market.

On a turnover of 15,500 shares, Republic advanced 1/4 to a high for the year of 4 1/4. Monogram also touched a high for the year, advancing 1/4 on a turnover of 10,500 shares to close at 4. Decca Records, which owns controlling stock interest in Universal, closed at its high of 12 1/2 on a 5,500 share turnover. Other amusements were sluggish.

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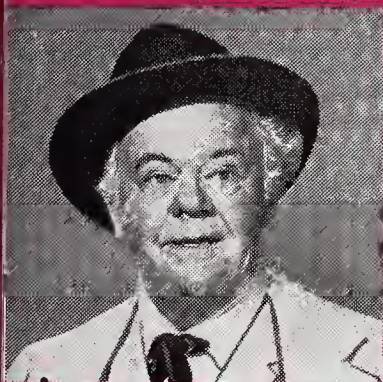
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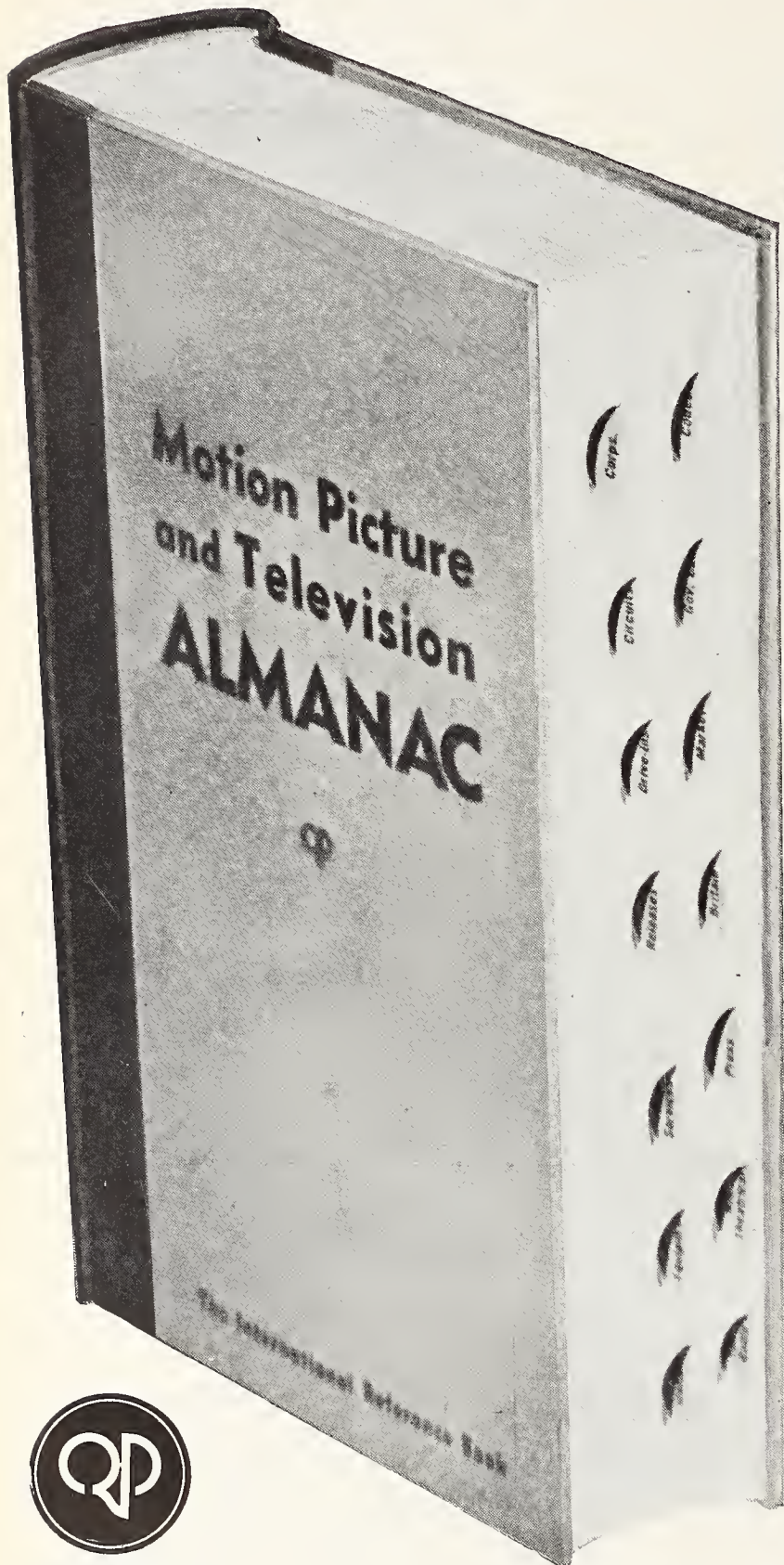


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In the THEATRE Equipment World . . .

• • with RAY GALLO

PERMALUM is the name of a new screen surface designed by Pollock & Sons, Milwaukee, for mounting on new or existing drive-in screen towers for the showing of both third-dimensional and conventional films. It is manufactured of aluminum sheets, which are embossed in mirror-like facets and anodized to obtain a permanent finish. The company reports that the construction of Permalum is similar to that of its Permascreen, a surface of vitreous enamel, although the new material is much lighter in weight. This makes it easier and less expensive to install, the company explains.

A new beverage dispenser, called the Ice-O-Bar, with a capacity of up to 1,500 drinks, has been announced by Manley, Inc., Kansas City. It can be equipped for any desired combination of carbonated or plain water and two or three flavors. A "double-action" ice-maker coil builds up a four-inch bank of ice, which is re-

serve cooling for more than 1,000 drinks. Operating the special water circulator, the dispenser will cool this volume on continuous draw, with the capacity being based on incoming water of 80 degrees. With 65-degree water, the unit will service more than 1,500 cold drinks, "as fast as two operators can draw them," it is pointed out. The dispenser is 33½ inches wide, 45 high and 24 deep. It has a cabinet of white baked-on enamel and a Formica top. The faucets are stainless steel.

The Star Manufacturing Co., St. Louis, has a new frankfurter steamer and bun warmer with a capacity of up to 350 frankfurters and up to 200 buns. Due to the fact that frankfurters and buns require different temperatures, the machine has been designed as two matching units. Each unit of the Star Steamer, Sr., has a Fenwal Thermostat to provide the proper heat and a separate water reservoir for pin-point control, designed to prevent the frankfurters from shriveling, drying out or becoming tough. The machine is manufactured of stainless steel with "Hot Dogs" lettered in bright red across both glass panels on the front. It is completely finished in front and rear to permit use on a counter or back bar. The stainless steel sliding doors are removable for ease in cleaning.

Run the Joan Crawford Cerebral Palsy Campaign Trailer Now.

Asides & Interludes

—by James Cunningham

EVERY HOUR, EVERY DAY, someone comes up with a new contribution to this greatest era of technological progress in the history of the industry. We had hardly gotten over the sensational news announcing the Skouras-Sponable rabbit-out-of-the-hat four sound tracks on a single film strip, when we received word from the Star Manufacturing Company, of St. Louis, that its engineers, technicians and economic experts have developed an even greater boon for exhibition, applicable particularly to drive-ins.

It's a frankfurter steamer and bun warmer. Steams 350 "dogs" at one time. Imagine! And each gadget has a Fenwal Thermostat to prevent any dog from "shriveling, drying out, or becoming tough."

★ ★ ★

Our Mexico City outpost reports on 3-D:

"'Bwana Devil' is doing well but not more.

"Each 'Bwana' patron is provided with spectacles upon depositing 12 cents, refundable when they leave the theatre. Two special employees serve at \$3 a day each to attend to the spectacles. Sixty per cent of the patrons keep the spectacles. But that is hardly any business for the theatre. The spectacles, base-priced at 10 cents apiece, cost delivered to the theatre 17 cents, counting shipping, duty, insurance, etc. And the projectionists each receive \$1.15 a day extra because of the strain in operating 3-D apparatus."

★ ★ ★

Jay Flippen's definition of a California rancher (Thanx to RKO Radio's Mervin Houser): "A man with a station wagon and one head of cocker spaniel" . . . Bruce Trinz wires from Chicago: "The People's Church on the Northside offers Services, Sunday, 11:00 A.M., Three Dimensional Religion" . . . Irving Mack relays from Chicago the tale about the old man who heard about some pills that would restore his youth. The old geezer bought a box, but instead of taking a pill every day, he swallowed the whole boxful one night before going to bed. Next morning the family had great difficulty in woking the old man. At last he rolled over and rubbed his eyes.

"All right, all right" he grumbled. "I'll get up, but I won't go to school."

★ ★ ★

We did not spend fifty bucks, plus fare, to see the Marciano-Walcott fight, the other night. But we appreciate the feelings of those who did and came up with two minutes and twenty-five seconds of sitdown (about three and three-quarter cents a sit).

Our appreciation arises from the fact that we lost much more than shekels in trying to get a \$50 seat, right up front, near the screen of our TV set at home. After a half-hour of shifting the kiddies, neighbors, and, finally, Rosie, (our mother-in-law), we did get a \$50 seat. And we got the same reaction (phooey) that you cash-on-the-line fellows got in Chicago.

All of you know, of course, that United Artists will release a 3-D picture of the fight. Maybe the following press release, issued by United Artists on the day before the fight will explain why Jersey Joe could not arise from his hinds on the canvas: We Quote:

"The long-standing rule that the principals in a championship fight must wear white trunks with a black stripe and black trunks with a white stripe has been rescinded by the Illinois State Athletic Commission for the Rocky Marciano-Jersey Joe Walcott heavyweight match tonight (Fri., May 15) in the Chicago Stadium. The Commission waived the rule in honoring a request by Nathan Halpern, producer of the three-dimension film of the heavyweight battle, that Walcott, who was to wear white trunks, be allowed to wear gray instead.

"Halpern explained to the Commissioners that light gray photographs better in the 3-D process and they gave special permission for the challenger to forego the customary white trunks."

★ ★ ★

The title of this little opus from Hollywood is, "What Motivates Temporary Insanity Before the Footlights"?

Dr. Mason Rose, Director of the National Foundation for Psychological Research, has extended an invitation to the Ritz Brothers to be psychoanalyzed.

"Everyone has an escape hatch to release excess frustration. These include such physical manifestations as allergies, heartburn, nailbiting, sleep-walking, rashes, frigidity, stuttering, migraine headaches, and even epilepsy. The escape hatch evidenced by the Ritz Brothers is their complete abandonment before an audience.

"How many people would love to rip money in half, dress in outlandish costumes, bang someone on the head, whistle after a pretty girl, throw a chocolate-cream pie in the boss's face, or leap in the air for no apparent reason? Almost everyone, at one time or another, has had such desires. But they've been suppressed because of conventional limitations.

"Many psychoanalysts have observed that we need sanatoriums much more than sanitariums. The majority of modern men and women are human time bombs looking for places to explode. Most of their psychosomatic problems arise because they emit only quiet 'pops' rather than loud bangs. Perhaps these Ritz Brothers are better oriented than the audiences who laugh at their mad antics."

Says 3-D Fight Film Gains Momentum

The box-office momentum of the 3-D Marciano-Walcott fight film at the Embassy Newsreel Theatre at 46th Street and Broadway increased as the day progressed yesterday, Reginald Caufield, supervisor of Embassy Theatres in New York and New Jersey, reported.

He said the audience reaction was good and that business was as good for the current 3-D fight film as the fight film of the last Marciano-Walcott bout. The 3-D fight film at the 46th Street location was put on the screen at 9:30 A.M., he added. The film was reported to be doing fairly well yesterday at the 72nd Street Embassy and Embassy's Newsreel Theatre in Newark.

Hillside Trust Trial May Run All Summer

The current trial here of the suit brought by Jack Unger, owner of the Mayfair Theatre, Hillside, N. J., against major companies on charges of discrimination in film rentals may extend through the summer, attorneys in the case indicated yesterday.

It is expected that the defendants will present their side of the case starting some time next week, requiring from five to seven weeks to complete arguments. The trial is now in its fourth week before Federal Judge Sidney Sugarman.

Unger charges that the distributors demand higher rentals for pictures played at the Mayfair than were asked for the same pictures in Warner Brothers theatres, although the houses were comparable.

Paramount Heads Back from Chicago

Most of the Paramount home office executives who attended the company's three-day annual sales meeting in Chicago last week returned to New York yesterday, including E. K. O'Shea, distribution vice-president; Jerry Pickman, vice-president in charge of advertising-publicity; Oscar Morgan, short subjects sales manager; Sid Blumenstock, assistant national director of advertising-publicity; Robert J. Rubin, assistant to Barney Balaban, president of Paramount Pictures, and Sid Mesibov, exploitation manager.

A. W. Schwalberg, president of Paramount Film Distributing Corp., who presided at the Chicago meeting, went direct to Mexico City to attend the annual convention of International Variety.

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FILMACK

O'Donnell

(Continued from page 1)

phonic sound would come down with its demand. He said his circuit ordered four sets for immediate installation, running into difficulty at first because the sets were made by hand.

"The first sets were estimated to cost \$20,000 each," he said, "but we obtained delivery for \$17,000, and since, on the basis of the great number of orders that have been filled by RCA for this equipment, the cost has been reduced to \$11,000. In my opinion, if enough of these sound sets are ordered, the cost may be reduced to as low as \$5,000. After our installation of these sets, other theatres on the East and West coasts went to stereophonic sound."

Other highlights of O'Donnell's address follow:

"We plan to equip two different size theatres for CinemaScope to demonstrate that this system is workable in both large and small theatres alike. Everything that was cumbersome and clumsy about Cinerama is overcome in CinemaScope. I believe we can look forward to the coming of this type of presentation.

"The American Optical Co. in collaboration with Joe Schenck and Mike Todd found a great new improvement in wide angle lenses and contemplate projection of 65mm. film. They have made great progress with their lenses, but I believe the system will be confined to legitimate or special theatres, at least for a couple of years, since it will mean all new booth equipment.

"The underlying effect that produces the illusion of three dimension can be explained by what we term *aspect ratio* which means the scope of a picture that can be captured by a camera. All of this involves a new special lens for both the camera and the projection machine. Twentieth Century-Fox's CinemaScope has an aspect ratio of 2.66 to 1, Universal—1.85 to 1, Columbia—1.75 to 1, Paramount—1.66 to 1.

"To get the illusion of three-dimension it will be necessary to have larger screens. As an example it would be necessary to have a 35-foot-by-20-foot screen to achieve the right effect for Columbia's aspect ratio of 1.75 to 1. I believe that eventually the right standardization point will be determined and all of the companies will use the same aspect ratio."

"Naturally, the transition we are now going through has brought about many problems. Chiefly, \$350,000,000 is invested in completed flat pictures representing a potential box-office of \$800,000,000. Paramount was the first to offer a solution whereby flat product can be shown to give the illusion of three dimension—the use of a wide screen. By filling the apertures and using a special lens you can show a picture 33-feet-by-20-feet under aspect ratio 1.65 to 1 where formerly the normal ratio 1.33 to 1 used for flat pictures we had a screen 20-feet-by-15-feet.

"It is my belief that most of these pictures will get special treatment. I understand several that are completed or almost completed will have stereophonic sound added.

"One of the greatest improvements that this new era will bring to our industry will be the larger screen—thus eliminating forever the postage

First 3-D Fight Films

(Continued from page 1)

other Eastern theatres yesterday. Prints will be available today and tomorrow for theatres in more distant locations.

Early reports were that business ranged from fair to good at the first showings yesterday. The disputed ending of the fight, together with the novelty of the first 3-D film of a heavyweight championship, decided U.A. on sending out a picture despite the fact that the bout lacked initial action, was ended by the disputed knockout in two minutes and 25 seconds of the first round and had been seen by most of America on home television last Friday night from the Chicago arena. Only the Chicago and Milwaukee areas were blacked out for home TV.

A United Artists official yesterday said that theatre bookings for the 3-D film aggregated "several hundred." A 2-D kinescope of the film will be available after the 3-D play-off for interested theatres. U.A. said it increased its print order from 100 to 150 yesterday.

Nathan Halpern, head of Theatre Network Television and promoter of telecasts of previous fights to theatres, was the producer of the 3-D film. He got the most out of what action there was in the Chicago ring and his film shows the knockout punches by Marciano and the 10-count for Walcott three times—once in slow motion and once with a stopped camera, in addition to the normal projection. Added to the footage of the bout itself are about five minutes of training camp scenes at Marciano's base in Holland, Mich., and about the same footage of Walcott's Chicago camp. Scenes of the confusion which reigned in and around the ring after the fight was declared over also are included.

The picture demonstrates conclusively that Walcott was still down at the count of 10 and that the count

stamp size. After seeing the tremendous difference of a picture shown on the 33-feet wide screen as compared to the 20-feet wide one, I was amazed.

"We plan to have a 50-feet-by-30-feet screen in the Palace Theatre, Dallas, when we change to CinemaScope, which will give you an idea of how a movie screen will dwarf a television screen. Many theatres will not have the space to enlarge their screens nearly this much, but any expansion that is made will be a sound economical investment.

"Securing the proper amount of light for projecting three dimensional pictures has also been a problem. Some were of the opinion that 'House of Wax' was a little dark and this is understandable when you consider the fact that 25 per cent of the light is lost by using filters over the portholes and 25 per cent is lost by using polaroid glasses."

"While we normally pull 58 amps to project flat pictures in the Majestic, Dallas, we had to pull 80 amps for the three-dimension 'House of Wax' which is on the border line of buckling a film."

"In New York right now they are showing 'Shane' on a wide screen, and they have found it necessary to have two sets of prints on hand in order for one set to cool while the other is

itself was not a "fast one." Whether it was Marciano's punches or Walcott's negligence that kept the latter on the floor too long, no camera can reveal. Walcott is the only one who can answer that.

The Stereo-Cine three-dimensional film is well photographed and the process adds to the at-ringside illusion of the viewers. The inherent difficulty is that the fight lacked drama prior to the knockout punches. That fact robs the 3-D process of any opportunity to be spectacular. A few 3-D "tricks" are contributed by Marciano in training camp scenes, such as letting his gloved fist lunge at the camera, batting the punching bag "out" of the screen and sailing a playing card toward the audience while dealing from a deck in a moment of camp relaxation.

It goes without saying that many fight fans will want another look at the knock-down and count, especially in 3-D and slow motion, even though they saw them on TV and even though they know nothing else of any consequence happened in the ring last Friday night. S.K.

3-D Fight Film Opens Slowly in Chicago

CHICAGO, May 18.—Business with the 3-D Marciano-Walcott fight film was below expectations at the Monroe Theatre here today. The first hours were below average for a new program. Original plans called for a 98-cent admission price from opening to 1 P.M. and \$1.25 thereafter. However, the slow start decided the management on continuing the 98-cent price throughout the day.

Disappointment stemmed from the fact that good business had been anticipated in view of the TV blackout of the fight in this area last Friday night. A broadcast of the fight was on local radio that night, however.

in operation. Even with acetate film there is some danger of buckling. In all probability CinemaScope will not present as great a light problem, since there is no need for polaroid glasses.

"I feel confident that the light factor of three dimension can be solved just as it was when theatres changed from low to high intensity light, with a decided improvement in carbons.

"We can look with eager anticipation to the great new three dimensional product now being prepared under the systems I have mentioned.

"To utilize this outstanding product which is coming out of Hollywood, it will be necessary for theatres to be very flexible. This will be possible by having a large screen and drapes which can be drawn to suit the particular widths desired. In my opinion, all theatres are going to have to have stereophonic sound equipment because it appears that this sound system will be used by all producing companies."

Following his speech, O'Donnell left for Mexico City to attend the Variety Clubs International convention.

Wide-Screen for Drive-in

HARTFORD, May 11.—The Manchester Drive-in Theatre Corp of this city is now completing construction of a \$100,000 project at Bolton, Conn., which will reportedly be the first drive-in in this area to have facilities to show wide-screen motion pictures, according to Bernie Menschell, president.

New 35mm.

(Continued from page 1)

been devised by John Arnold, head of M-G-M's camera department, the studio disclosed today in demonstrating this and other technological processes to the press. Although it will take two months to put first such camera into practical working condition, Arnold said, stop-shot scenes made with the mechanism used in its development were projected with impressive results on a screen (60 feet wide) erected on a studio sound stage for today's demonstrations.

Pressed for technological details, Arnold later told inquirers his camera travels negative past wide-angle taking-lens horizontally, instead of vertically, and exposes the equivalent of two-and-half frames (ten sprocket holes) for each single image. The negative obtained thus horizontally, which Arnold said attains far finer definition than can be had otherwise, then is transferred to normal 35mm vertically-running film by a simple operation directly analogous to reducing 35mm to 16mm in ordinary practice.

As in the case of Paramount and U-I big-screen systems, reduced aperture plate, which projectionist can install, will be required for use with M-G-M's specially-photographed pictures. Arnold declined to state exactly what percentage of loss his process entails, but indicated it is more than Paramount's 20 per cent and U-I's 24 per cent. Arnold minimized the importance of this detail.

Pictures shot with this camera may be projected on standard projectors, and will come up on screen in 2.66-to-1 aspect ratio, with exhibitor limited as to size only by width of his theatre proscenium, and by whatever focal-length lens he may choose to use.

Vice-president Dore Schary, in his opening remarks, stated that M-G-M research and planning throughout has been pointed toward supplying processes or procedures adaptable to all the theatres in the world. He also disclosed every picture made by M-G-M in the past two years has been recorded for stereophonic sound.

Prior to disclosing the new camera the studio had demonstrated its 1.75-to-1 aspect ratio, favored for product completed before the big-screen movement started, using "Queen Bess," "Take the High Ground," and other subjects to show adaptability.

CinemaScope Orders

(Continued from page 1)

single order, has contracted for 212 installations, while Stanley Warner will install CinemaScope in from 75 to 100 of its theatres. RKO will equip 43 to 47 theatres for CinemaScope, with Loew's and United Paramount to install the anamorphic lens system in their houses.

Other key circuits which have filed applications to have 30 or more of their houses equipped include: Video Independent Theatres, Oklahoma City, 67; Skouras Theatres, New York, 35; Wilby-Kincey, 40; Naify's United California, 54; Associated Prudential, New York, 51; Dipson, Buffalo, 30; New England Theatres, Boston, 37; Randforce, New York, 31; Brandt Theatres, New York, 96; Central States, Des Moines, 34; Martin Theatres, Georgia, 39; Century Circuit, New York, 32; and the Schine Circuit, Gloversville, 63.

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VOL. 73. NO. 97

NEW YORK, U. S. A., WEDNESDAY, MAY 20, 1953

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Holder's Again Back Skouras' Management Wins on All Issues at Orderly Annual Meet

The last chapter of the 20th Century-Fox proxy fight waged against management since last January by a dissident stockholder group headed by Charles Green was written at the annual meeting of the company's stockholders at the home office yesterday, giving the slate of 10 management-proposed directors the expected margin of better than five-to-one over the opposition's five nominees for the board.

At the same time, and by comparable margins, the stockholders turned down two resolutions proposed by the Green group and approved another, not proposed by Green, calling for consideration of election of a woman to the company's

(Continued on page 7)

Skouras Predicts Fall Theatre Boom

Motion picture theatres and the industry as a whole stand at the threshold of one of its most prosperous periods, Spyros Skouras, 20th Century-Fox president, told the company's annual meeting of stockholders here yesterday.

Speaking of his own company's prospects, Skouras said that with the launching next fall of CinemaScope productions he expects earnings to be the best in the history of the company and predicted they will, at the very least, approximate the record earnings of 1947.

Earnings of 20th-Fox for the first

(Continued on page 7)

Broidy Reports A.A. \$354,127 9-Mos. Net

MIAMI BEACH, May 19.—A gross income of \$7,147,360 for the 39 weeks ended March 28 was reported today by Monogram Pictures Corp. (Allied Artists Productions) and its subsidiaries. Steve Broidy, president, told the international sales convention in session here that the gross compared with \$6,680,956 for the same period last year. The net profit, after

(Continued on page 4)

\$1,250,000 for New Media Set By AB-PT, Inc.

An expenditure of \$1,250,000 for 3-D, stereophonic sound and wide-screen is contemplated in the immediate future for theatres of the



Leonard Goldenson

American Broadcasting-Paramount Theatres, Inc., Leonard Goldenson, president, informed stockholders here yesterday at the company's annual meeting.

Plans of AB-PT theatres to keep in step with technological improvements highlighted a favorable report on theatre operations. Goldenson called the trend

(Continued on page 4)

No Tax Relief Likely In '53

WASHINGTON, May 19.—President Eisenhower's tax program, outlined in his radio speech tonight, dashed huge new quantities of cold water on the industry's hopes for admission tax relief this year. However, the Presi-

(Continued on page 4)

U.S. WARNED ON FOREIGN TRADE

Johnston Says Liberal Policy Must Be Retained to Protect American Films

WASHINGTON, May 19.—Motion Picture Association of America president Eric A. Johnston warned Congress today that any retreat from the liberal U. S. foreign trade policy of recent years "could seriously imperil the foreign markets for our films."

This, in turn, he said, would "threaten the very existence of the motion picture industry," since the industry must have foreign markets to survive. Johnston said few people are aware that the film industry conducts America's largest private export business, that more than 40 per cent of the revenues of film producing and distributing companies come from abroad, and that nine out of 10 Amer-

TO OFFER LOW-COST 'PACKAGE' FOR 3-D

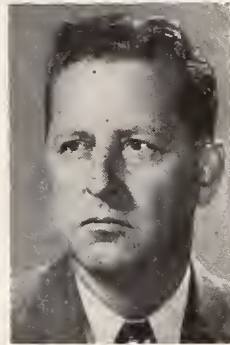
Barnett Sees No Compromise on 1 Wide-Screen Ratio

PITTSBURGH, May 19.—"To expect the major studios to compromise on any one wide-screen ratio or system is a lot to ask," Herbert Barnett,

president of the Society of Motion Picture and Television Engineers, stated here today at the 32nd annual convention of Allied Owners of Western Pennsylvania. In discussing the history of 3-D, wide-screen and stereophonic sound, Barnett said that the question which must be answered correctly, or else, is: "How far can screen standardization go without limiting the technical and artistic developments essential to profitable operations."

Barnett pointed out that the 20th Century-Fox management has backed its belief in the superiority of CinemaScope with a fortune. "Do you think Messrs. Skouras and Zanuck will meekly drop their pride-and-joy if

(Continued on page 7)



Herbert Barnett

Ballantyne Will Market Devices Starting Aug. 1 At Request of Allied

J. A. OTTEN

WASHINGTON, May 19.—A theatre equipment "package" to handle 3-D processes, panoramic screen, stereophonic sound and 2-D pictures will be available starting Aug. 1 at an average cost of about \$6,000, excluding installation costs.

Announcement of the "package" was made at a joint press conference today by officials of the Ballantyne Company, which will manufacture the package, and leaders of Allied States Association, who first asked Ballantyne to develop a low-cost compatible package for the average-sized theatres.

The equipment package will be able to handle all types of 2-D and 3-D processes, with the exception of Cinerama and CinemaScope. According to J. Robert Hoff, Ballantyne execu-

(Continued on page 5)

Allied Will Probe CinemaScope Patent

WASHINGTON, May 19.—Allied States Association will undertake a search into the patent rights of CinemaScope, Allied general counsel Abram F. Myers said today.

Myers told a press conference set up to announce a new equipment "package" offer that "the CinemaScope lens bears considerable investigation on the patent angle as to whether there is patent coverage for it."

In the event that the patent is valid and rightfully held by 20th Century-Fox, Myers said, "Allied will try to stimulate production of the Cinema-

(Continued on page 5)

Mosher Drops Fight To End Censorship

COLUMBUS, Ohio, May 19.—Sen. Charles Mosher has dropped his fight to end all film censorship in Ohio following Senate referral of his bill to committee. Mosher said that since he could count on only 13 votes for the bill with 20 against, he would not try to get it recommended again. He said he will introduce a substitute to end censorship of newsreels alone.

ican films do not pay their own way in the domestic market.

The MPAA official made these statements in testimony before the House Ways and Means Committee in support of a one-year extension of the Reciprocal Trade Agreements Act. He also endorsed President Eisenhower's proposal for a special

(Continued on page 5)

Personal Mention

ALAN BARNETT, treasurer of Barnett International Forwarders, Inc., arrived here yesterday aboard the *S.S. United States* following a six-week business trip to England and the Continent.

IRWIN ULLMAN is the father of a daughter born to Mrs. ULLMAN at Albany Hospital, Albany, N. Y. Ullman is the son of SAUL J. ULLMAN, upstate general manager for Fabian Theatres.

KEVIN J. FITZGIBBONS, son of J. J. FITZGIBBONS, president of Famous Players Canadian Corp., Toronto, has been admitted to partnership in the insurance firm of Cronyn, Pocock & Robinson, at London, Ont.

LOUIS LOBER, general manager of United Artists foreign department, has returned from a five-week inspection tour of the company's operations in the Far East.

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, will leave Monday for Pittsburgh, Cincinnati, Indianapolis, Detroit and Cleveland.

ROBERT MONTGOMERY will be awarded a special scroll tomorrow from NYU's Washington Square College of Arts and Sciences for his work in motion pictures and television.

HUGH J. CAMPBELL, manager of the Central Theatre, West Hartford, Conn., is marking his 35th year in the industry.

JULES LAPIDUS, Eastern and Canadian division manager for Warner Brothers, is in Pittsburgh from New York.

FRANK WHITE, president of NBC, will sail today aboard the *S.S. Queen Elizabeth* for England.

SID KULICK, of Bell Film Exchange, has completed a business trip to Albany, Gloversville and Syracuse.

Rome Studios Getting U.S. News Coverage

American newspapers, magazines and radio commentators are finding Rome's film capital, Cinecittà, a good news source, according to Jonas Rosenfield, Jr., public relations director of Italian Films Export.

Among those who recently returned from Rome are Louis Berg of *This Week Magazine*, Ed Wade of *Parade*, Clifford Evans of *Dave Garroway's Today* and Henry Gladstone of *WOR-Mutual*. Currently in Rome are Catherine Edwards of *Parents' Magazine*, Emily Kimbrough of CBS and Paul Berg of the *St. Louis Post-Dispatch*. Scheduled for the Cinecittà circuit next month are Richard Okamoto of *Esquire*, Ed Schallert of the *Los Angeles Times* and Ed Miller of *Seventeen*.

U-I Overseas Sales Meeting Scheduled for Rome June 6

Universal-International supervisors, district managers, branch managers and territorial publicity chiefs from 24 countries in Europe, North Africa and the Near East, will meet with home office executives headed by president Milton Rackmil and executive vice-president Alfred E. Daff at a U-I European sales convention which will open in Rome on June 6.

Rackmil and Daff will jointly preside over the three-day sales meeting. They will be assisted by Universal International vice-president Americo Aboaf. Also present will be UIF director of publicity Fortunat Baronat.

Will View "Thunder Bay"

The European delegates will have their first chance to view "Thunder Bay," on U-I's new wide-screen, and U-I's production "It Came from Outer Space." Among other pictures scheduled for screening are "All I Desire," "Veils of Bagdad" and "The Man From the Alamo."

U-I's continental delegation will be headed by European general manager Harry Novak; John Spires, executive assistant to the European general

manager; Dick Brett, head auditor; John Marshall, Middle Europe district supervisor; Marion Jordan, South Europe district manager, and Bernard Goldman, France-Luxembourg-Switzerland district manager.

All Areas Represented

From Near East will be supervisor Andre Salib, and from the United Kingdom, Douglas J. Granville, U-I home office representative, and Jack Sullivan, publicity head.

Representing Austria will be Hans Engel; Belgium, Joseph Denis. Benjamin Acker and Louis Piret; Denmark, K. E. Jorgensen; Egypt, Andre Salib; Finland, Ilmo Makela, manager, Oy Filmiseppo, distributor; France, Etienne Descombey, Rene Delcourt and Raphael Bernard; Germany, John Marshall, Lutz Scherer and Wolfgang Marz; Greece, Th. Damaskinos, co-manager, Th. Damaskinos & V. Michaelides, distributors; Holland, B. J. Schimmel; Israel, David Mallah, representative; Norway, A. H. Haslund and B. F. Olander; Portugal, J. Ribeiro Belga, general manager, Doperfilme, distributor; Spain, Enrique Aguilar and Manuel Bofill; Sweden, Karl Jungmarker; Switzerland, A. Cosandey; Italy, Emanuele Zama, Oscar Nasini, Armando Scalzaferri, Renato Torti, Ermete Santucci and Rodolfo Beechi.

Also attending will be the local Italian branch managers from Ancona, Bari, Bologna, Cagliari, Catania, Firenze, Genova, Milano, Napoli, Padua, Roma, Torino and Trieste.

'Wax,' 'Shane' End 3,000 At Premiere Of 'Thunder Bay'

Three-dimensional and wide screen films continued to fare excellently on Broadway this week, with a sturdy \$50,000 racked up for the last five days of "House of Wax" at the Paramount, which ran into the sixth week. "Desert Song" bows in at the Paramount today.

At Radio City Music Hall, a fine \$114,000 is seen for the fourth and final week of "Shane," projected on the Hall's large screen. "Young Bess," which will have its premiere at the Hall tomorrow, will also be projected on the same 50 by 30 feet screen and in the same screen ratio of 1.66 to 1.

Meanwhile, "Moulin Rouge," the long-run record holder at the Capitol, is expected to rack up a substantial \$862,000 for its 15-week run which will draw to a close Tuesday night. Incidentally, the total gross for the 3-D "House of Wax" at the Paramount was put at \$505,000.

Republic's Newbery Meets Trade Press

C. Bruce Newbery, director of sales for Republic Pictures, was introduced formally to trade press representatives at a reception here yesterday at the Essex House.

Among those present were Neil Agnew, special assistant to president Herbert Yates; Walter Titus, Jr., and John Curtin, division sales managers; Al Schiller, manager of branch operations; Jack Alexander, head of the contract department; Steve Edwards, director of advertising-publicity, and Beatrice Ross, exploitation manager.

A capacity audience of more than 3,000 film industry leaders, civic officials, stars of stage, screen, radio and motion pictures, press and magazine representatives and personalities well-known in public life, thronged into Loew's State here last night for the world premiere of Universal-International's "Thunder Bay," in color by Technicolor, marking the first regular theatre showing of a feature picture on a panoramic screen with stereophonic sound. (The picture and process were reviewed in *MOTION PICTURE DAILY* on May 5.)

"Thunder Bay" begins its regular engagement on the full-stage screen at the State this morning, with the screen occupying 1,000 square feet of space, or three times as large as the normal screen previously used by the theatre.

The showing marked the initial installation of Altec stereophonic sound by the Loew's circuit, according to L. D. Netter, Jr., general sales manager of Altec Service Corp. Other Loew's houses will be equipped with the systems in the near future, he said.

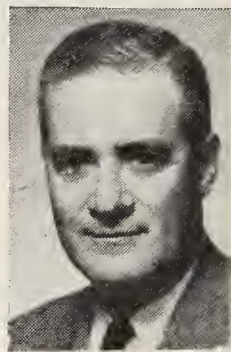
Big Screen for UA's 'Melba' at Capitol

The first color in Technicolor musical to be shown on the new curved panoramic screen at the Capitol Theatre here will be S. P. Eagle's "Melba," which will have its world premiere on June 24.

The Capitol's new screen stretches across the full width of the theatre's stage.

AA to Keep 'Local' Film Distribution Overseas: Ritchey

MIAMI BEACH, May 19.—Contrary to customary procedure, Allied Artists definitely is not seeking to create its own offices in the foreign field. Rather, the company will expand distribution wherever possible by placing it in the hands of veteran showmen with their own established outlets—a policy which long has been in effect.



Norton V. Ritchey

These comments today highlighted an address by Norton V. Ritchey, president of Allied Artists' foreign subsidiary, at the company's first international sales convention at the Roney-Plaza Hotel. Approximately 150 delegates from 50 nations are attending the convention, which was called by Steve Broidy, Allied Artists president.

Local Men Preferred

Said Ritchey: "We have made it a definite rule, wherever possible, to leave our overseas distribution in the hands of local men—men who are fully conversant with local problems and conditions, and know their territories and exhibitors intimately. This policy will remain unchanged."

He added the company has set up its own offices only in such territories—primarily in Latin America—where other distribution outlets have proven inadequate.

RKO Radio South Area to Nat Levy

Nat Levy, Eastern division manager for RKO Radio, will take over supervision of the company's seven Southern branches in addition to his present duties, it was announced here by Charles Boasberg, general sales manager. The move is effective immediately. Boasberg formerly held the Southern post.

David Prince will continue as Southeastern district manager with headquarters in Atlanta, and Ben Cammack as Southwestern district manager with his headquarters in Dallas.

Frank Mooney will function as assistant to the Southern division manager, as in the past, and will remain as contact man at the home office for New York and Canada. Milton Platt will continue to assist Levy in supervising Eastern branches.

Buffalo House to Pierce

BUFFALO, N. Y., May 19.—Albert A. Pierce has taken over operation of the Elmwood Theatre here, a unit of the Shea circuit, with which Pierce has been associated for 15 years.



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a Booking!"



Millions of holiday merrymakers want fun, songs and romance on the 4th! M-G-M's new Esther Williams musical is made-to-order for holiday business. Call your M-G-M Branch right now and say, "I want fireworks for the holidays. Give me M-G-M's BIG, NEW TECHNICOLOR MUSICAL—

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Demarest • Donna Corcoran
Color by Technicolor
Written by Dorothy Kingsley
Music by Arthur Schwartz
Lyrics by Johnny Mercer
Directed by Charles Walters
Produced by George Wells

"As sure-fire as anybody's got a right to
expect any picture to be." — M. P. DAILY

Sees Color Needed For Theatre TV

Theatre television will have to await color before it "moves to any great extent," Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, told stockholders here yesterday at the company's annual meeting.

Goldenson, reaffirming his hope in the TV theatre medium, and especially its off-hour utilization, added that the adoption of color in theatre TV "is not too far away."

No Tax Relief

(Continued from page 1)

dent did hold out some hopes for relief next year, promising to send Congress in January recommendations for a "sounder system of excise taxation."

The entire tone of the President's speech, emphasizing the sizable federal deficit and the need for high federal revenue, would indicate a continued Treasury opposition at this time to any excise cuts, such as embodied in the Mason bill, to exempt motion picture theatres from the federal admission tax.

Moreover, the President specifically asked for continuation of excise tax increase now scheduled to expire April 1, 1954, on gas, cigarettes, liquor and other items. These were excise rates which were increased in 1951; the admission tax is not one of them. However, the President's request that these excise cuts be postponed pending his January recommendations could easily be extended to the admissions and other excises.

The President admitted that present tax rates are too high as "a long-term proposition" but said that he did not believe anyone wanted tax cuts at the price of national security, and that this would be the cost of extensive tax-cutting now.

Decca to Increase Universal Holdings

WASHINGTON, May 19.—Decca Records, Inc., told the Securities and Exchange Commission today that it intends shortly to exercise warrants it now holds to purchase another 37,500 shares of Universal Pictures common stock, boosting its holding in Universal to 48 per cent. of the outstanding voting stock.

Decca made the statement in a registration statement filed today, registering 318,625 shares of 50 cents par capital stock, which it said it would offer to stockholders at the rate of one new share for each three and one-quarter shares held as of a record date to be supplied later.

Part of the proceeds will be used to exercise the Universal warrants, the SEC was told. Decca said it now owns 470,175 shares of Universal common, acquired at a total cost of \$8,037,672, of which \$1,000,000 has been invested in recent months. Decca said its present holdings amount to 46 per cent of the outstanding Universal voting stock, and that the exercise of the warrants would boost the total to 48 per cent.

Tells of AB-PT Plans

(Continued from page 1)

of AB-PT theatre business in the last six to nine months "encouraging." "While it is still too early to make any predictions for the second quarter, I can say now that our theatre operations for the first six weeks of this quarter show a very definite improvement over the corresponding period last year," Goldenson declared.

Credits "House of Wax"

He attributed the recent upswing, in part, to "the excellent grosses" of the 3-D "House of Wax," now playing a number of key AB-PT theatres across the country. The AB-PT president also reported that conventional films are doing better, crediting to a degree the favorable climate of opinion brought on by new screen and sound techniques. "Once again the public is talking about us," he declared, adding that "this kind of publicity is invaluable since it serves to rekindle interest in movies on the part of people who have not patronized theatres for some time.

Referring to 20th Century-Fox's CinemaScope process, Goldenson said, "I can say honestly that it far exceeded our best expectations. The demonstration showed that this wide-screen process makes it possible to tell a story on film far more effectively than any of our present techniques. And, in the ultimate analysis, that is what counts." He added that AB-PT plans a number of CinemaScope installations.

The AB-PT president maintained that stereophonic sound is emerging as an important new development in its own right, in addition to its use in conjunction with the various 3-D and wide-screen techniques. "There is no doubt," Goldenson declared, that "it adds immensely to the total impact of the movie."

Although the new technical innovations represent a sizable investment now and in the future, Goldenson welcomed the expenditure because "it holds the promise of higher grosses and profits." In response to a stockholder's question, Goldenson underlined this sentiment with the statement that the more "money we spend on 3-D and wide screens, the better off we'll be."

Proceeding "Cautiously"

However, the head of the company comprising 699 affiliated theatres in 38 states, said AB-PT is proceeding "cautiously" in making expenditures for new technological advances. Installations, he said, are being placed in key houses where a rapid return on the investment can be reasonably expected. Current plans, he told stockholders, call for installation of new technological advances in one first-run AB-PT theatre "in every town we operate." He cited as an exception Chicago, where large subsequent runs will also be equipped. The multiplicity of 3-D and wide screen systems offered was cited by Goldenson as the need for a policy of cautious investment. He called the current transition period "the horse and buggy days of 3-D," similar to the initial days of sound.

"Thus far," Goldenson continued, "we have spent roughly \$500,000 on 3-D installations and

about \$250,000 for stereophonic sound and wide screen equipment." Referring to the additional outlays contemplated, Goldenson stated that as a result of our board's policy of maintaining a strong cash position, we are in an excellent condition financially to handle anticipated outlays."

Goldenson said at present it is impossible to estimate the total cost to AB-PT growing out of the new technological advances. "Although costs are high today," he added, "they are bound to come down as developmental expenses are written off by manufacturers and volume production gets underway. Much will also depend on the particular system or systems which the movie-going public prefers and favors with its patronage."

He called attention to the growing demand among exhibitors for standardization, at least to the extent of an all-purpose screen. Several such screens will be on the market shortly, he advised.

Meeting Well Attended

The first meeting of stockholders since the merger of the American Broadcasting Co. into United Paramount Theatres was so well attended that a stand-by room at the Hotel Astor had to be utilized when it was apparent that the 150 stockholders could not be accommodated at the "Little Theatre" in the Paramount Building. Over 80 per cent of AB-PT stock was represented either by proxy or in person at the meeting, which saw the reelection of AB-PT's 18-man board of directors.

In his remarks on 3-D and wide screen innovations, Goldenson noted that the transition period has "aggravated the product shortage." "There seems to be relatively fewer feature films scheduled for release during the summer months in which we normally do excellent business," he told stockholders. He described this condition, however, as "temporary" until the industry gets its bearings in these new media.

As to the industry's campaign to repeal the 20 per cent Federal admission tax, Goldenson said "the immediate elimination of the tax is by no means assured, but there are indications that give us hope for our ultimate success." Microwave Associates, Inc., an electronics manufacturing firm in which AB-PT has a 50 per cent interest, showed a profit for the first quarter of this year, he reported.

On the operation of the ABC division under the direction of Robert Kintner, its president, Goldenson reported on new programming and talent developments, including the Hal Roach, Jr., contract for the production of TV programs on film for network use and subsequent syndication among other than network affiliates.

Wants Strong Cash Position

Goldenson, who acted as chairman of the meeting, declined to promise any immediate increase in AB-PT dividends, pointing out the need to maintain a strong cash position in the transition period of theatre operations. He also noted that AB-PT may want funds available to replace obsolete theatres and to cover the acquisition of new theatres with the court's con-

Calls Subscription TV Impractical

Pay-as-you-see home television was dubbed by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, as "not practical or workable," at yesterday's annual AB-PT stockholders meeting, held here at the Hotel Astor.

Goldenson, in response to a stockholder's question, maintained that the American public is not "going to pay to stay home."

Broidy Reports

(Continued from page 1)

Federal taxes, was \$354,127, compared with \$365,058 in the 1952 period.

Broidy stated that in the 39-week period, which covers the first nine months of the company's current fiscal year, a reserve of \$231,000 was set up for Federal taxes, whereas because of a loss of carry-forward credits, no reserve was required for the corresponding period last year. Thus, the profit before taxes in the current report was \$585,127.

Transfer Pix Cases To Washington

Federal Judge John W. Clancy yesterday granted a change of venue transferring two anti-trust suits of the Pix Theatre Co. from here to Washington.

Both suits charge the majors with discriminatory trade practices and seek damages totaling \$3,588,000. Involved in the suits are the Plymouth Theatre, a Negro house in Washington operated by Pix, and the Pix Theatre, also in Washington.

sent. With the fulfillment of the consent decree, Goldenson said that AB-PT affiliated theatres would number 625, as compared to the present 699. He added that 70 per cent of earnings last year was declared out in dividends.

In response to a stockholders query, Goldenson maintained that the company saw no contradictory interests in its theatre and TV interests, saying that there was room in America for both media. On the question of the little or no stock owned by some of the nominees for directors, Goldenson maintained that the really important prerequisites for the job are "ability, experience and integrity." To another objection, Goldenson pointed out that under the consent decree the majority of the board "must come from outside the industry." One stockholder referred to some New York newspaper critics' objections to stereophonic sound in the "House of Wax." Fortunately, said Goldenson, the measure of a picture's worth is decided at the box-office, adding the prediction that "House of Wax" will gross \$7,000,000 or \$8,000,000 in this country. Advising the company on technical developments, Goldenson disclosed, is Dr. Duncan McDonald, an expert in the field of vision.

Sitting on the dais with Goldenson were the following directors: Earl E. Anderson, Edward J. Noble, Robert H. Hinckley, Kintner, Robert H. O'Brien and John A. Coleman.

Low-Cost 3-D 'Package'

(Continued from page 1)

tive vice-president, the company expects to be able to manufacture a special lens for use in CinemaScope projection within six to eight months.

He said that with the addition of these anamorphic lenses, at cost of \$800 a pair, the Ballantyne package will be able to project CinemaScope pictures. The company can furnish the CinemaScope screen now, he added, if a theatre can be equipped with it. The package will never be able to handle Cinerama, he declared.

Ballantyne is taking orders now for the package, Hoff said, and has already begun production. After June 1 the company expects to turn out 50 packages a day, with deliveries starting Aug. 1. There will be a demonstration of the screen some time before June 1, Hoff said, with a demonstration of the stereophonic sound to follow before July 1.

Reticent Regarding Orders

Hoff refused to say how many orders the company had on hand or whether any advance commitments had been obtained from Allied members. He said Ballantyne would make an announcement on orders within a few days. Allied leaders present, however, declared that they though the purchasing potential of Allied members was "tremendous."

The \$6,000 figure represents the price for an average screen, 15-by-30 feet, and the variation in the cost of the package depends only on the size of the screen. A package with the smallest size screen will cost \$5,700, with the largest size screen package running at \$7,000.

Here is what the package will include:

Two wide-angle, F. 2 projection lenses; a curved screen in a choice of six sizes, ranging from 11-by-22 feet to 30-by-60 feet, but always in a 2:1 ratio, with the width twice the dimension of the height; stereophonic sound, including a three-track magnetic reproducer, three complete amplification systems, three two-way horn systems, marginal rear speakers as required by auditorium size, and one booth monitor; Two sets of aperture plates and removable aperture plate holders, two Polaroid port hole filters and holders and other miscellaneous equipment.

In addition to this equipment, the company will offer as optional a curved, metal screen frame and 24- or 25-inch film magazines. Within a few months the company expects to have available a pair of revolving lenses for showing pictures made with the condensing-expanding lens technique.

Hoff explained that "the key to the panoramic part of the Ballantyne package is in the special wide-angle lenses, developed only two years ago for use by the military." These fast lenses, he said, combined with the high reflectivity of the Ballantyne screen, will mean that most theatres can utilize their present light sources for panoramic showings.

The \$6,000 average figure does not include the cost of installation, Hoff said, but he added that he didn't think there

would be "a big installation problem." He explained that there had not been enough installation experience as yet and that the company, therefore, had no cost figures.

"Allied, which represents most of the average-sized theatres," Hoff declared in a statement, "asked us to develop a 3-D, panoramic-screen, stereophonic sound package which would not only be at a price that all theatres could pay, but one that was compatible with known systems. I think we have the answer. The Ballantyne package will handle every reasonable kind of special projection picture now being produced."

Cites Adaptability

He also pointed out that the stereophonic sound system will be easily adaptable in case future projection techniques utilize magnetic sound tracks on film and said that aperture plates in addition to the two issued with the package will be available later in the ratios adopted by major studios.

Although Allied and Ballantyne spokesmen claimed that the Ballantyne package will provide the cheapest 3-D equipment on the market, their comparisons and other types of 3-D apparatus were not too detailed. Hoff said that he had heard of one manufacturer offering only stereophonic sound equipment at \$11,000. One Allied leader declared that CinemaScope equipment for the smallest theatre would cost \$8,000, including the screen and sound equipment, but that the equipment would be unable to play any other 3-D process.

Ballantyne will offer financing for theatre owners who wish to buy the package and can qualify creditwise, Hoff said. The financing plan calls for \$1,000 with the order, another \$1,000 on delivery and the balance to be paid out in two years, with weekly payments running at about \$45 a week. Orders will be filled in the order in which signed contracts, accompanied by \$1,000, are received by the company, he said.

Each order will be tailor-made for the individual theatre, Hoff explained. This will be done by means of an order form on which the owner can specify the dimensions and other requirements needed for his theatre.

The Ballantyne package will be "fair-traded," Hoff went on, "because the package has been very closely priced and we want to make sure that no theatre owner pays more or less for his package than any other owner."

Only at "Established Prices"

Contractual agreements with dealers will therefore specify, Hoff said, "that the Ballantyne package must be sold at established prices." Asked what would happen in areas which did not operate under fair trade laws, Hoff replied that he couldn't answer the question at this time but that the company would put out a statement shortly explaining the fair trade angle.

Allied president Wilbur Snaper said that in switching the equipment from 3-D to 2-D use, all that will be necessary will be to remove the interlock between the two projectors and take out the filter—both of which are

necessary for 3-D projection. The equipment will then be able to project 2-D films, Snaper said. It was also explained that if a picture is too large for the size of the screen in a theatre, aperture plates can be used to adapt the picture to the screen size. Should a picture be too small for the screen, movable masking will be able to cover up the side area of the screen which is not covered by the picture.

In explaining the history of the Ballantyne package, Snaper told the press conference that Allied had been "deeply disturbed by chaotic conditions resulting from announcements by the several film companies that they proposed to produce three-dimensional and wide screen photoplays by different methods involving the use of different kinds of theatre equipment."

Allied's board therefore adopted a resolution in March, he said, directing the committee on television and three-dimension to explore the field and to interest other manufacturers in 3-D equipment production in order to bring prices within the means of the smaller independent theatre owner.

He said that Trueman T. Rembusch, chairman of the committee, had worked with Hoff, and that the result was the Ballantyne package.

"It is enough for me to point out," Snaper declared, "that so far as we have been able to ascertain, the prices for this package deal (varying according to the size of the screen included in the deal) are cheaper by thousands of dollars than the total price for comparable items purchased elsewhere."

Rembusch stated that he believed the Ballantyne package "includes the necessary equipment for the best possible presentation of about 85 or 90 per cent of the 3-D and wide-screen productions that will be available during the next 18 months to two years. Only a change in lenses is required to make the equipment adaptable to all systems now in use or in contemplation," he said.

Abram Myers Pleased

Abram F. Myers, Allied general counsel, had this to say:

"What especially pleases me is that as a result of this effort on the part of Allied, a high degree of order emerges from the confusion caused by the frothy announcements and conflicting claims of the film companies regarding their respective methods and equipment."

"Everyone in his right mind knows that the industry cannot survive unless standardization is achieved to the extent that, with a minimum of duplication and at the lowest possible cost, theatres are equipped to play all motion pictures, no matter by what method they are produced. The arrangement worked out between Allied and the Ballantyne company achieves this measure of standardization and it is noteworthy that this great accomplishment has been brought about, not by the producers, who had it in their power to act and failed, but by the exhibitors, who constitute the most progressive branch of the industry."

Others present at the press conference were Sidney E. Samuelson, president of Allied of Eastern Pennsylvania and a member of Allied's 3-D committee, and W. B. La Chicotte, Ballantyne engineer.

O'Donnell's Speech Available on Discs

The address on new media given by R. J. O'Donnell at the Allied Artists convention in Miami Beach this week will be available on records through Kyle Rorex of the Council of Motion Picture Organizations of Texas, in Dallas. O'Donnell's speech, covering new exhibition techniques, was tape-recorded.

Foreign Trade

(Continued from page 1)

commission to survey reciprocal trade and other foreign economic policies.

Johnston was the opening witness on the last day of the Committee's reciprocal trade hearings. He was on the witness stand only for 10 minutes, reading a four-page statement and answering one Committee question.

While Johnston did not in his testimony spell out just why foreign markets would be lost if the U. S. retreated from a liberal reciprocal trade policy, he obviously had in mind the fact that such a retreat would provoke retaliatory measures by foreign governments and would also prevent foreign countries from selling more of their goods here and thus earning dollar exchange for the purchase of U. S. films and other commodities.

The motion picture industry, Johnston reminded the Committee, makes an important social and economic impact on virtually every U. S. community, and U. S. films are "the most effective medium for telling our story abroad."

Allied Probe

(Continued from page 1)

Scope lens and will try to get them from other sources if they are not available from Fox."

J. Robert Hoff, executive vice-president of the Ballantyne company, who made the announcement of the 3-D package, said he had been informed about the CinemaScope process that "the so-called French patents have long since expired and would not be applicable in this country." He was also informed, Hoff continued, that many years ago an American had patented the same process in this country and that, although the patents had expired, there had been improvement patents, which extended their life. Hoff said that Ballantyne was in the process of getting in touch with the American inventor, but added that he couldn't remember the man's name.

20th-Fox Claims Only CinemaScope 'Know-How'

A 20th Century-Fox spokesman, when informed of Allied's plan to make a search into the CinemaScope patent rights, said here yesterday that the company claimed nothing but the "know-how" in the perfection and promotion of the wide-screen process. He added that 20th-Fox was not holding back on the production of CinemaScope equipment, but added that the device could not be turned out "like bottles."



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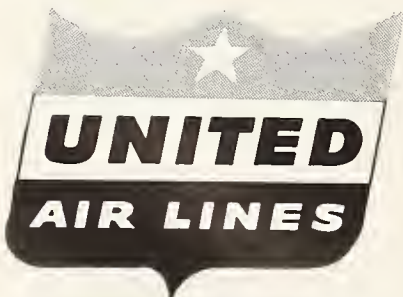
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YOU'LL GO BY AIR

Reviews

"Houdini"

(Stableford Wide-Screen)

(Paramount)

Hollywood, May 19

THE professional career and personal life of the late Harry Houdini make up one of the most fascinating chapters in the book of show business and, as handled here with deep understanding and great skill, one of the brightest pictures of the year. Also one of the most exploitable. For the young folks who are the 1953 ticket-buying majority the film gives exhibitors Tony Curtis and Janet Leigh, as Houdini and Mrs. Houdini, to talk about. For their elders, to whom Houdini and the great days of vaudeville are fondly unforgettable, the film holds the rich reward its title promises. The vast public that follows magic and legerdemain—far vaster now than when Houdini was its idol—is certain to attend in force. In addition to all of which, the picture is of the kind that generates word-of-mouth renown as it runs. Big grosses appear guaranteed.

George Pal's production of the Houdini story is a triumph in showmanliness. It was a subject easy to go wrong on—by overworking the magician phase, the romantic equation, the after-life theories, any single aspect of the many-sided performer—but he stuck wisely and tenaciously to the theatrical side, as if realizing cannily that he had one of the most theatrical of all theatrical subjects in hand. He kept his picture and his players moving steadily forward at a brisk pace with no time out for stopping and thinking. And he gave over the direction of the picture to the veteran and versatile George Marshall, a showman who knew his show business inside and out away back when Houdini was at the peak of his career. Neither Pal nor Marshall made any mistakes.

The screenplay by Philip Yordan, from a book by Harold Kellock, is a swift and concise presentation of principal facts and incidents in the Houdini career. It introduces him first as combination wild-man and magician in a dime museum in New York, where he meets Miss Leigh, whom he's to marry later, and it follows him from there through a Coney Island engagement and another at Tony Pastor's to his first withdrawal from show business to take a job in a lock factory. After a short time in that work he gets back into show business and on his way to the fame that carried him around the world. It is a story to see, not one to synopsise.

Color by Technicolor and performances by Sig Ruman, Connie Gilchrist, Torin Thatcher, Angela Clarke, Malcolm Lee Beggs and others add importantly to the over-all success of a fine production.

Running time, 106 minutes. General audience classification. For July release.

WILLIAM R. WEAVER

The Screen

The foregoing was written after a screening at the Paramount studio in Hollywood on a big Stableford screen (1.66-to-1 aspect ratio) imported from England and utilized in the studio's experimentation with various technological devices and theories. It looked great there and undoubtedly will look the same anywhere else.

WRW

"Column South"

(Universal-International)

CLARITY along the story line might have made a lot of difference, beneficially, for the commercial destiny of this color in Technicolor production, which otherwise—with stars Audie Murphy and Joan Evans leading the way—gives a colorful picturization of events in and around a fort in New Mexico in 1861. The Civil War is about ready to break out and the cavalrymen on duty at the fort are about equally divided in their feelings about the North and the South. Murphy plays a cavalryman loyal to the Union and Miss Evans is a daughter of Ol' Mississipp'. Their romance is never a very important part of the story, although it serves the boy-meets-girl requirement in routine fashion.

The film is full of fighting, with bows and arrows, muskets, dynamite and fists. Some of the fighting gets pretty hard to make out much of the time as to whether the Union, the Confederacy or the Indians are the "goodies" or the "baddies" or innocent by-standers (although the Indians seem to have the latter disastrous distinction).

The script by William Sackheim, who also is credited with the story, has Murphy portraying a cocky lieutenant of cavalry who is the intimate and understanding friend of a Navajo chief whose tribe is falsely accused of a murder committed by a white man whose guilt Murphy beats him into confessing. Miss Evans, only feminine member of the cast, is the sister of a cavalry captain, played by Robert Sterling. Ray Collins plays a U. S. brigadier general who cooks up deep trouble for the cavalry, the Indians and all concerned by way of preparing a way (never very clearly outlined) for the South to "cut the Union's life line" when the brewing war boils over. It takes a lot of ridin', shootin' and explainin' to iron out the assorted confusions to the satisfaction of the director (Frederick de Cordova) at least, else he would have kept going.

Running time 84 minutes. General audience classification. June release.

Anderson Circuit for Sale

BUFFALO, May 19.—Because his wife's illness necessitates his living in a different climate, Wally Anderson has listed his circuit of six small town theatres for sale, it is reported here. In the Anderson circuit are houses in Addison, Sandy Lake, Marionville and Friendship, all in New York, and Eldred and Mt. Jewett, Pa.

SMPTE to Meet

The next meeting of the Atlantic Coast section of the Society of Motion Picture and Television Engineers will be held tomorrow evening at 7:30 in studio TV No. 1 of American Broadcasting. The program, reports acting chairman Emerson Yorke, will be devoted to the technical essentials required for television production.

National Pre-Selling

WHILE Kirk Douglas was on location in Galilee making "The Juggler Kid" he was invited to dinner by Ibrahim Abdul Abed, the head of the village council of Tamra, an Arabian village located on the slope of a hill, reports Ruth Harbert in the June issue of *Good Housekeeping*.

Having dinner Arabian fashion with five sheiks is quite an experience, and makes good reading.

"Survivors Watch the *Titanic* Go Down Again" is the caption given to the most famous of all maritime disasters, in *Life's* current issue. Preview of "Titanic" was shown to 11 of the disaster's survivors.

Forty-one years ago a Mrs. Aks was on her way to America in third class aboard the *Titanic*. When the liner hit an iceberg, she ran on deck with her 10-month-old baby, Frank. He was torn from her arms and thrown into a lifeboat; later she was pushed into another. Four days later, aboard the *Carpathia*, which picked up most of the survivors, Mrs. Aks found her baby in the arms of another woman, who was hysterically claiming him for her own.

A couple of weeks ago, with ten other survivors, Mrs. Aks, with her son Frank, now 41, saw a preview of the movie, "Titanic."

Barbara Stanwyck and Clifton Webb star in "Titanic," which will have its premiere at the Roxy here.

Companion-Approved-Movies listed in the June issue of *Woman's Home Companion* are: "The President's Lady," "Dream Wife," "Shane," "Call Me Madam" and "The 5,000 Fingers of Dr. T."

During the filming of "Mogamba" in Kenya, East Africa, Ava Gardner tried hard to learn the native language but found it difficult. The only member of the cast to become fluent was Clark Gable, reports *Look's* current issue.

Three-and-one-half pages of full color and black-and-white pictures taken during the filming of *Mogamba* on location are displayed under the title, "Glamour in Africa."

Also in the issue is a page ad on "Scared Stiff."

A front cover in full color on "Melba," UA technicolor production, appeared in *Pictorial Review* May 17. It was done by the caricaturist Jacques Kapralik and portrays Patrice Munsel, John Justin, Alec Clunes and Robert Morley.

"By the Light of the Silvery Moon," "Bright Road," "Desert Rats," "Trouble Along the Way," "Glory at Sea," and "The Desert Song" are reviewed by Ed Miller in the June issue of *Seventeen*.

Bill Boley of Buchanan & Co. says "national magazines have helped the Cerebral Palsy drive by reaching 245 million readers with informative facts about this devastating illness."

"Julius Caesar" and "All I Desire" are reviewed in *McCall's "Goes-to-the-Movies"* in the June issue.

WALTER HAAS

Barnett

(Continued from page 1)

six other studios get together on a less spectacular screen?" he asked, adding that "no one who knows the gentlemen could be so naive."

After giving a summary of the operational factors of 3-D, panoramic screen and stereophonic sound, Barnett switched to the subject of standardization, describing it as "one of the loudest battle cries since the war." Said Barnett:

"Three Different Things"

"Standardization means, however, three different things to as many different groups of people. To one populous segment of the industry it means freezing new development at a point where they will cost the least money. They see improved methods from the standpoint of cost—instead of benefits.

"The second group wants and expects all producers to agree on a single standard for screen aspect ratio, for sound, for projection and so on. They think the producers should return to the old policy of making identical products. If this happens, you and the production people aren't as smart as I have been giving you credit for these many years.

"The third group wants interchangeability standards for basic equipment and techniques. For instance, they expect stereoscopic sound standards that will allow them to present any stereo sound film from any studio, at a reasonable cost in equipment and operation. Beyond this standardization of essential equipment, they want producers to have every possible latitude in making pictures that will be irresistible magnets to straying customers.

Introduced by Mervis

Norman Mervis, vice-president of the organization, introduced the speakers who included, in addition to Barnett, R. H. Haycock, of RCA; Charles Blatt, chairman of the legislative committee; Leon Bamberger, sales and promotion manager of RKO, and Richard P. Morgan, general chairman of the convention.

Haycock discussed problems facing the small theatre operator with ideas of changing to three-dimensional ideas.

Morris Finkel, chairman of the AMPTO board of governors, read a telegram from Abram Myers, Allied's general counsel, and Trueman Rembusch in Washington, D. C., that National Allied had completed a deal with the Ballantyne Company of Omaha, to supply a complete three-dimensional operating outfit to members of Allied or independent exhibitors for prices ranging from \$5,700 for the smaller package to \$7,000 for the larger machines.

300 Attend

Almost 300 delegates sat in on the opening day luncheon, the open meeting and the cocktail party in the Variety Club and also attended a showing of the three-dimensional "Fort Ti," in the Stanley Theatre at midnight.

At tomorrow's closing day session which will be closed to the press, Wilbur A. Snaper, National Allied president, will be the principal speaker. He was in Washington today together with Myers and Rembusch working on the deal with Ballantyne.

Officers will be elected and Simon Fabian, president of the newly organized Stanley-Warner Corp., will be the principal speaker at the banquet which will bring the two-day affair to a close.

Again Back 20th-Fox

(Continued from page 1)

board, which management had favored. One of the rejected Green resolutions would have restricted management's right to enter into certain contracts and the other would have required submission to stockholders of salary commitments in excess of \$100,000 annually.

The vote for management's slate of directors was led by Spyros Skouras, company president, with 1,863,262, closely followed by his other nine nominees.

The high vote for a Green nominee was 383,001 for Harry T. Silverman, with the other four on the Green slate closely approximating that total. Green himself polled 382,921 votes. A total of 2,259,490 proxies were voted out of a total of 2,769,146, indicating the unusual interest displayed by the stockholders.

The directors elected are: L. Sherman Adams, Colby M. Chester, Jr., Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, B. Earl Puckett, Spyros P. Skouras, and Gen. James A. Van Fleet (Ret.).

New Board Convenes

The new board met immediately after the stockholders' session and reelected Skouras president, along with the following other officers: Michel, executive vice-president; Darryl F. Zanuck, vice-president in charge of production; Murray Silverstone, vice-president; Joseph H. Moskowitz, vice-president; S. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; Donald Henderson, treasurer and secretary; Wilfred Eadie, comptroller and assistant treasurer; Francis Kelly and Fred L. Metzler, assistant treasurers; C. E. McCartney, assistant comptroller; Frank Ferguson, J. Harold Lang, Norman Steinberg and William Werner, assistant secretaries.

The board also declared a quarterly dividend of 25 cents per share on the common stock, payable June 27 to holders of record on June 10.

The annual meeting of stockholders progressed smoothly through a two-hour session. An adjournment was taken while proxies were counted and the several hundred shareholders who attended yesterday's meeting were shown, in the interim, the Marciano-Walcott heavyweight fight picture in

3-D on a standard screen, after which, for contrast, they were asked to remove their 3-D viewing glasses and were shown the company's CinemaScope on large screen. To further occupy the interval there was a screening of "Titanic."

There was no evidence of bitterness or other ill-feeling at the meeting as the proxy fight came to its close. In fact, Skouras made a conciliatory gesture toward Green, who sat with lawyers and publicity representatives near the rostrum.

Skouras said the Green group had accepted the verdict "in a sportsman-like manner." He said the management "feels a greater obligation than ever to safeguard the minority and every other interest" now that the cumulative voting method of electing directors has been eliminated.

"We shall do everything in our power to justify your confidence," Skouras said, **"and I ask you to close ranks and help this company go forward, reserving at all times your right to criticize and offer constructive suggestions."**

Green responded in kind, asserting that criticisms of Skouras and Zanuck made by him during the proxy fight had been made as statements are made "in a political campaign." This was the first proxy fight lost by Green of a number he has waged in corporations in other industries.

"As at the end of a political campaign," Green continued, "when it is over and if it was fair, we can only say 'You won.'"

"Not Sure" of Defeat

Addressing the 20th-Fox president as "Spyros," Green then said he wasn't sure that his side had lost. "We have 10 men on the board now aware of our complaints and wishes, we have Zanuck cutting production costs and reducing inventories, as I suggested to him should be done, and we know that Skouras will do his best. We wish them all the best of luck for another year."

There was some conjecture at the meeting that Green's last remark was an indication that he planned to try again at next year's meeting of stockholders for representation on the board but there was nothing to confirm such a supposition.

Theatre Boom

(Continued from page 1)

quarter of this year, ended March 28, amounted to \$1,023,965. On a comparable basis, earnings for the first quarter of last year were \$723,407, he said.

Domestic and foreign film rental income for the first quarter this year was \$25,158,343, almost \$5,000,000 over the corresponding period last year. However, expenses were also up this year over last, leaving only \$1,798,996 before taxes, which compared with a loss on a comparable basis a year ago of \$1,485,000.

Skouras said the second quarter will be "unfavorable" because of the necessity of reducing film inventories in preparation for CinemaScope and 3-D releases. He said the company's inventory of 2-D standard pictures is "dropping fast" and by the end of the year will be down to \$8,329,000 from a high of \$46,224,000 at the beginning of this year. A year from now, he said, the figure will be so small as to be "meaningless."

Meanwhile, the company's inventory of CinemaScope pictures will be on the increase, he reminded, but within the next year or two it is expected the inventory will be \$15,000,000 to \$20,000,000 less than the present one.

Sees Sound Foundation

Skouras said this improvement in cash position will keep the company on an economically sound foundation and enable it to "fully promote Eido-phor and CinemaScope." In addition, he said, after the company's long term debt of \$6,600,000 has been retired, consideration will be given to "the buying in of our common stock on some basis equitable to all."

In answer to another stockholder's question, Green did say he intended to hold onto his 20th-Fox stock; had no intention of selling it. He reiterated previous statements of his that he "had not sought control" of the company. He said that perhaps some confusion had resulted from management's use of a single ballot or both the special meeting of stockholders two weeks ago to end cumulative voting and for the annual meeting yesterday, but that he believed "we lost fair."

Skouras observed that management has been trying to reduce costs and increase dividends "for a long time," rejecting Green's earlier suggestion that it had been alerted to such objectives only by his proxy fight.

THE FINEST

Voice of the Theatre

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THEATRE LOUDSPEAKER SYSTEMS

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"Let's finish up here so we can
take in that COMPANION-approved movie"

Seems like Americans have *always* been in a rush to finish their tea and dash off to the nearest COMPANION-approved movie. As 'most any successful movie maker will be delighted to tell you, COMPANION-approval means box-office . . . big, bright, beautiful box-office.

Reason? More than 4,500,000 readers count on the COMPANION for on-the-level movie news and guidance every month. These wonderful women form the most intensely *loyal* movie audience in America today.

And that's why Hollywood has invested more money in the COMPANION during the past seven years than in any other monthly magazine*.

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Home* COMPANION

Circulation 4,545,007

Say Cinerama Has New Plan For 35mm Film

Would Make Medium Generally Practicable

By WILLIAM R. WEAVER

HOLLYWOOD, May 20.—Cinerama technicians have experimented successfully with a method for optically-printing on a single 35mm filmstrip picture material shot with its three-film camera and projected, so far, by three projectors, it was reliably reported today in usually well informed quarters.

Disclosure was attributed to Lester B. Isaac, recently appointed Cinerama head of exhibition, who could not be reached today for confirmation or elaboration, and who flew to New York tonight.

The report said the 35mm print obtained by this new method could be used on a standard projector, equipped with wide-angle lens, onto

(Continued on page 7)

Goldenson Is Reelected

Leonard H. Goldenson was reelected president of American Broadcasting-Paramount Theatres, Inc., at a board of directors meeting here yesterday.

In addition to Goldenson, all other officers were reelected. They are: vice-presidents Walter W. Gross, Robert H. Hinckley, Edward L. Hyman, Robert E. Kintner, Sidney M. Markley, Robert H. O'Brien and Robert M. Weitman; treasurer, Simon B. Siegel; comptroller and assistant treasurer, James L. Brown; secretary, O'Brien; assistant secretaries, Edith Schaffer and Geraldine Zorbaugh.

Cinerama Only for Big Cities: Reeves

Atlanta, May 20.—The opinion that Cinerama will be limited to one theatre per city "for quite a while," and only in large metropolitan centers, has been expressed here by Hazard Reeves, co-developer of Cinerama. "I think we'll get to Atlanta with Cinerama this fall," said Reeves.

Sees Further Sales Increase on AA Productions in U.K.

MIAMI BEACH, May 20.—A continuous increase in the sales of Allied Artists product in the United Kingdom was forecast here today by MacGregor Scott, general sales manager for Associated British-Pathe, AA distributors in the U. K. Speaking at the AA international convention, Scott said that "by a united team effort, we have beaten by tens of thousands of dollars all previous grosses for the United Kingdom."

The contingent of 46 delegates from the United Kingdom, representing Scott's entire sales force, is the largest delegation at the conclave at which 50 nations are represented. Scott said that in anticipation of the trip

(Continued on page 6)

C. R. Fine Develops New Sound System

A new "moving" sound process which utilizes standard projection equipment and operating a four-channel stereophonic effect system from a single sound track is claimed to have been developed by Fine Sound, Inc., of Tompkins Cove, N. Y. Called Perspecta-sound, the new process operates from a standard 35mm. film track and equipment and requires only the addition of a Perspecta-sound integrating unit and additional loud speakers, according to C. Robert Fine, president.

Among the advantages of the new system, Fine said, are that the prob-

(Continued on page 6)

Pickus Process Debuts in Conn. Theatre Tonight

STRATFORD, Conn., May 20.—A home-made wide-screen development will be unveiled here tomorrow night at Albert Pickus' 500-seat Stratford Theatre. Pickus, secretary of the Theatre Owners of America, has filed a patent on his process which he calls the AMP-O-Vision and which, he said, was perfected over an 18-month period in the basement of his home. He said he developed the idea by using a home-type projector and a makeshift screen.

According to Pickus, the process can present standard film to give the illusion of three-dimension without the use of viewers. AMP-O-Vision will be used exclusively for all shows at his theatre after tomorrow night, Pickus said.

Pickus explained that AMP-O-Vision features a large curved screen

(Continued on page 7)

To Renew O. Censor Repeal Fight Later

COLUMBUS, O., May 20.—State Senator Charles Mosher said today he has not abandoned the fight for repeal of Ohio's film censorship statute, but will press for full repeal at a subsequent session of the legislature.

Despite his decision to concentrate only on an exemption of newsreels from state censorship during the cur-

(Continued on page 7)

Industry Still Hopeful of Tax Relief in '53

COMPO to Push Drive For Mason Bill Passage

WASHINGTON, May 20.—Despite President Eisenhower's opposition to tax reduction this year, the industry's campaign for exemption from the Federal admission tax will be pushed with all possible vigor. This was stressed here today in a statement issued by Col. H. A. Cole and Pat McGee, co-chairman of the Council of Motion Picture Organization's national tax repeal campaign committee.

Cole and McGee called on all film industry state and Congressional district tax campaign committees to continue their fight to get the Mason Bill out of the House Ways and Means

(Continued on page 6)

Blatt Heads W. Pa. Allied

PITTSBURGH, May 20.—Charles R. Blatt was elected president of Allied Motion Picture Theatre Owners of Western Pennsylvania at the closing session of the association's 32nd annual convention here today. Ray Woodward was elected vice-president and Walter Cox treasurer.

Elected to the board of governors were Lee Conrad, Morris Finkel,

(Continued on page 7)

'It Came from Outer Space'

(Universal)

(3-D and Wide Screen)

Hollywood, May 20

THE industry's first combining of three-dimension with wide-screen is impressive proof that these technological developments not only are completely compatible but are mutually beneficial, as well. That is to say, 3-D looks better and is more persuasively deceptive when used on the big screen, and the enlargement inherent in that screen seems more firmly justified when used to give 3-D increased scope and impact.

Anybody who has been wondering whether 3-D or wide-screen would be a dominant force in the industry henceforth, can stop wondering now. They go great hand-in-hand. Each complements the other to an extent difficult to estimate without having seen it. The response of Universal's press guests at the studio screening was conspicuously favorable.

"It Came from Outer Space" is an out-and-out "fright feature," filmed with U-I's own 3-D camera in black and white. As previewed on the studio's vast all-purpose screen in an aspect ratio of 1.85-to-1,

(Continued on page 7)

Waksman Is Cited As Humanitarian

Mexico City, May 20.—Variety Clubs International's annual Humanitarian Award was presented here last night to Selman A. Waksman, professor of microbiology at Rutgers University. The tribute was made at the concluding banquet of the Variety Clubs' annual convention at the Del Prado Hotel. Professor Waksman was selected for the award by a group of U.S. and international newspaper publishers, editors and writers for his research in the field of microbiology.

Personal Mention

J. ROBERT RUBIN, vice-president and general counsel of M-G-M, sailed from here yesterday on the *Queen Elizabeth* for Europe.

MIKE SIMONS, assistant to H. M. RICHIEY at M-G-M, will speak at the joint annual convention of Motion Picture Theatre Owners and Operators of Georgia and Alabama, at the Atlanta Biltmore, May 31 to June 2.

LEO SAMUELS, world-wide sales supervisor for Walt Disney Productions, and **CHARLES LEVY**, eastern publicity director, will leave New York over the week-end for a tour of RKO Radio Midwestern branches.

L. J. PATTON, eastern division service manager of Altec, and **F. W. COCKLIN**, Altec engineer in the Pittsburgh area, attended the convention of Western Pennsylvania Allied in Pittsburgh.

WOLFE COHEN, president of Warner International, is in Japan for visits at company branch offices will leave Tokyo next Monday, arriving in New York the next day.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and **SIMON B. SIEGEL**, treasurer, are in Detroit from here.

MEL KLEIN, sales manager of Columbia Pictures in San Francisco, is engaged to **JOAN CURTAZ**, ballet teacher.

AL ADOLPH, salesman for RKO in San Francisco, has joined Republic there, replacing **JOSEPH CANE**, promoted to booker.

MARTIN DAVIS, assistant advertising and publicity director for Samuel Goldwyn Productions, has returned to New York from Denmark.

H. V. ZEPPELIN, manager of the Westrex subsidiary in Argentina, is en route to Buenos Aires.

CURLIE BURNS has been named office manager of Realart Pictures, Atlanta.

OLIVER C. BROUGHTON, field maintenance head for M-G-M, is in Toronto, and will go to Chicago from there.

BERNARD LEWIS, exploitation manager for I. F. E. Releasing Corp., has arrived in Chicago from New York.

JACK BYRNE, eastern M-G-M sales manager, will be in New Haven today from Boston.

ROBERT JOHNSON, chief booker for Smalley Theatres, was in Albany this week from Cooperstown, N. Y.

NAT LEVY, Eastern division manager for RKO Radio, has returned to New York from Chicago.

SAM SHAIN, of COMPO's New York staff, is in Buffalo today.

Over 2,500 Film Firms Made No Profit During '50

WASHINGTON, May 20.—Over 2,500 film industry firms failed to make a profit in 1950, according to figures released today by the Bureau of Internal Revenue.

About three-fourths of these firms were in exhibition. The figures also show that very few of the firms showing a profit were in the high excess profits tax brackets.

The Bureau released some preliminary corporate income tax data from 1950 returns. It showed that of 6,097 returns from motion picture industry firms, 3,308 showed a net income and 2,528 showed either no net income or a deficit. Figures do not add up exactly because of incomplete returns and other factors.

Total Income \$156,347,000

Of the 3,308 returns showing a net income, the total net income reported amounted to \$156,347,000. These firms paid \$53,341,000 in Federal income taxes—\$52,548,000 in regular corporate and only \$793,000 in excess profits taxes. These firms paid \$55,427,000 in dividends. The 2,528 firms showing no net income had a total deficit of \$24,362,000 and dividends of

only \$586,000 the bureau pointed out.

Of the total returns, 1,284 were in production. Of these, 517 showed a net income, amounting to \$72,100,000. They paid taxes of \$26,223,000, including \$25,840,000 of regular corporate taxes and \$383,000 of excess profits taxes. The dividends paid by these 517 firms amounted to \$36,158,000.

Another 629 returns came from production firms showing a deficit, with the total deficit amounting to \$12,308,000 and the dividends of these firms totaling \$17,000.

4,813 from Exhibitors

The Bureau said 4,813 returns came from exhibition firms, with 2,791 showing a net income amounting to \$84,247,000. These 2,791 returns reported total taxes of \$27,118,000, including \$26,708,000 of regular corporate taxes. Dividends paid by these firms totaled \$19,269,000. Another 1,899 exhibition returns showed no net income, with a total deficit of \$12,054,000 and dividends of \$569,000.

Only 215 industry returns in all had excess profits tax liability, the Bureau reported. Forty-four of these were in production and 171 in exhibition.

Fight Film Holding Up at N.Y. House

The 3-D Marciano-Walcott fight film is holding up fairly well at the 46th Street Embassy Newsreel Theatre after a relatively slow start, the management reported here yesterday.

He said business at the 72nd Street Embassy is a little above average, but not as good as at the 46th Street house, while the Embassy in Newark also is doing fairly well. He said the fight film will hold at least a week in the three Embassy houses, which have exclusive rights in Metropolitan New York and New Jersey.

Bout and "Fort Ti" in Baltimore Open Strong, But Not to Capacity

BALTIMORE, May 20.—The Walcott-Marciano fight film and "Fort Ti" arrived simultaneously at Keith's today, drawing a strong opening but not capacity. Interest in the two attractions seemed about evenly divided. The 3-D championship film undoubtedly feels the effects of Marciano's quick knockout blow.

Fight Film Disappointing In Lowell, Mass.

BOSTON, May 20.—Norman Glassman's Rialto Theatre, Lowell, Mass., the first house in the state to play the 3-D Marciano fight film, opened yesterday to disappointing business. It is booked for a week.

Angeli a Juliet

John Houseman, producer of M-G-M's "Julius Caesar," has been preparing for another production of a Shakespearean play, "Romeo and Juliet," to star Pier Angeli as Juliet.

Davis, Crosby Win 'Companion' Poll

Woman's Home Companion readers' top favorite stars are Bette Davis and Bing Crosby.

Second female place in the annual poll went to Jane Wyman; she was last year's top winner. Loretta Young placed third. Joan Crawford won fourth place, the first time she has placed among the first four.

Tied for second place in the opposite classification are Gregory Peck and John Wayne. Last year, Wayne was eighth. Gary Cooper is in third position; he moved up from seventh place last year.

Shirley Booth received a special award for her performance in "Come Back, Little Sheba."

Technicolor Board Reelects Officers

The board of directors of Technicolor, Inc., has reelected the following officers: Dr. Herbert T. Kalmus, president and general manager; George F. Lewis, vice-president, general counsel and secretary; Lester G. Clarke, treasurer; George F. Lewis, Jr., assistant secretary; L. Alice Skinner, assistant secretary.

Kalmus and Mrs. Kalmus returned to Hollywood last night from here.

Hartford Has 3-D

HARTFORD, Conn., May 20.—"Man in the Dark," Columbia release, will open tomorrow at the Allyn, here, marking the first 3-D attraction to play a New England Theatres (American Broadcasting-Paramount Theatres affiliate) house in Connecticut.

NEWS in Brief . . .

"No Escape" has been selected as the feature to be shown throughout the United Kingdom with the special color picture of the Coronation of Queen Elizabeth, it was announced here by Arnold Picker, vice-president in charge of foreign distribution for United Artists, which is releasing the Mattheugh production. "No Escape" will be shown simultaneously on the two J. Arthur Rank circuits, Odeon and Gaumont.

COLUMBUS, May 20. — Superior Films, Inc., New York has engaged the Columbus law firm of Wright, Harlor, Purpus, Morris and Arnold to appeal to the U. S. Supreme Court for a review of the Ohio Supreme Court decision upholding the state censor board's ban on "M." The appeal will be based on the alleged unconstitutionality of the Ohio law. Meanwhile, the state convention of the Knights of Columbus here has passed a resolution opposing the Mosher bill which would kill the state censorship law.

Circuit Threatens to Close in Tax Fight

CHICAGO, May 20.—As a protest against a proposed city amusement tax or increased theatre license fees being considered by the Wilmington, Ill., city government, the Anderson Circuit's Wilton and James Butcher's Mar, the only theatres in Wilmington, are closing tomorrow and, according to present plans, will not reopen unless and until the city abandons its effort to collect additional revenue from the theatre.

Discussions over the weekend between the theatre owners and the city officials indicated a slight softening in the city's attitude, but the theatre owners are going ahead with the scheduled closings in view of the fact that no concrete promise to drop the proposed action has been made by the city.

RKO Sales Meet In Chicago Today

CHICAGO, May 20. — James R. Grainger, president of RKO Pictures; Charles Boasberg, general sales manager, and Sidney Kramer, short subjects sales manager, will be joined here tomorrow by Edward L. Walton, executive assistant to Grainger, and Walter Branson, assistant general sales manager, for a one-day sales meeting with Canadian and Midwestern district and branch managers.

The meeting is the third in a cross-country series designed to acquaint the sales force with campaigns that have been prepared for product on the company's recently announced release schedule.

Loew's Declares Dividend

Loew's, Inc. yesterday declared its regular quarterly dividend of 20 cents per share on the common stock payable June 30 to stockholders of record on June 12.

TODAY...
THE
BIG STARS
AND
BIG PICTURES
COME
THRU
UA

And so do the
Academy Award Winners!

1952

Gary Cooper, HIGH NOON

1951

Humphrey Bogart, THE AFRICAN QUEEN

1950

José Ferrer, CYRANO de BERGERAC



HUMPHREY
BOGART

The 1951 Academy Award Winner (AFRICAN QUEEN)
comes up with another winner in **BEAT THE DEVIL!**



GARY
COOPER

The 1952 Academy Award Winner (HIGH NOON) in
James A. Michener's great South Pacific Adventure
RETURN TO PARADISE, in color by Technicolor



KIRK
DOUGLAS

in **ACT OF LOVE**,
from Alfred Hayes' sensational best-seller, "Girl On The Via Flaminia"!



ERROL
FLYNN

One of the greatest names in the business in TWO big ones —
CROSSED SWORDS, Eastman Color and **WILLIAM TELL**, Pathe Color!



WILLIAM
HOLDEN

in **THE MOON IS BLUE**,
now in its third year on Broadway and still going strong!



JOEL
McCREA

in the Eric Ambler screenplay **SHOOT FIRST!**
Co-starred with Evelyn Keyes!



JOHN
PAYNE

in TWO spectacular productions — **RAIDERS OF THE SEVEN SEAS**, Color by Technicolor and **CROSTOWN** (tent. title)



GREGORY
PECK

In TWO big ones — Mark Twain's immortal **THE MILLION POUND BANK NOTE** and **THE PURPLE PLAIN**, E. H. Bates' best seller!

*Another
Famous...*

FIRST

FIRST with WIDE-VISION SCREEN
and STEREOPHONIC SOUND...
on "THUNDER BAY" at the
LOEW'S STATE, N. Y. • MAY 20th

NOW *Universal-International brings*

THE **FIRST** 3-D PICTURE ON THE
GIANT WIDE-VISION SCREEN
WITH STEREOPHONIC SOUND!

at the *RKO HILLSTREET and PANTAGES Theatres, Los Angeles, May 27th*

THE **FIRST** 3-D SCIENCE-FICTION STORY

THE **FIRST** ALL 3-D PROGRAM WITH

THE **FIRST** 3-D MUSICAL FEATURETTE



NAT "KING" COLE
Singing "Pretend"

RUSS MORGAN'S Orchestra
and Sensational **REVUE**

Produced and Directed by WILL COWAN
A UNIVERSAL-INTERNATIONAL FEATURETTE

The advertisement features a central illustration of Nat "King" Cole playing a trumpet. To his right is a woman in a swimsuit holding a violin. Below them is a pianist at a grand piano. The background includes musical notes and a small illustration of a person flying through the air.

FROM OH!

IT

**CAME
FROM
OUTER
SPACE**

IN **3-DIMENSION**



SINCE THE DAWN OF TIME...
man has never seen such sights...
nor trembled before such terror!

starring **RICHARD CARLSON · BARBARA RUSH**

with **CHARLES DRAKE · RUSSELL JOHNSON · KATHLEEN HUGHES · JOE SAWYER**

Directed by **JACK ARNOLD** • Screenplay by **HARRY ESSEX** • Story by **RAY BRADBURY** • Produced by **WILLIAM ALLAND**

A UNIVERSAL-INTERNATIONAL PICTURE

'Melba' Opening to Aid Palsy Fund

United Cerebral Palsy of New York City will sponsor the world premiere of S. P. Eagle's musical, "Melba," starring Patrice Munsel, at the Capitol Theatre on June 24, it was announced by Max E. Youngstein, vice-president of United Artists, and Robert I. Rogin, president of UCP of New York City.

One thousand orchestra seats will be sold at advanced prices. The remaining 2,200 seats will be sold at regular box-office prices. Proceeds will go to the Cerebral Palsy fund.

U.K. AA Sales

(Continued from page 1)

to America, every member hit a new high in salesmanship.

Prior to the closing banquet tonight, winners of AA's recent 13-week billings drive were announced today by M. R. Goldstein, vice-president and general sales manager.

Winners of the drive named in honor of Goldstein, conducted in the U. S. on a national level, were announced as follows:

Division one, Chicago; division two, Seattle; division three, New Orleans. Runners-up, respectively, were New York, Portland and Milwaukee.

Nat Nathanson, Chicago; Edward Cruca, Seattle, and Henry Glover, New Orleans, managers of the three winning branches, will get a Nash convertible or its equivalent in cash. Salesmen in the winning branches each receive two weeks' salary.

"Little Rascals" Winners

Nat Furst, Oliver Trampe and Jack Felix, managers of the runner-up branches, and their salesmen and bookers each received one week's salary. Winners and their prizes in the billings drive on the "Little Rascals" were: New Orleans, Henry Glover, \$500; Kansas City, Ray Copeland, \$200; St. Louis, Maury Schweitzer, \$200.

Additionally, because of the performance of every branch, Steve Broidy, AA president, awarded watches to all branch managers who did not participate in prize awards.

New Sound System

(Continued from page 1)

lem of synchronization of sound and picture has been eliminated and that with the Perspecta-sound equipment it is possible to use standard recording methods to achieve stereophonic sound effects.

Fine said that the new system makes it possible to take the sound track of an old film and re-record it to the Perspecta-sound system by utilizing the original sound track. He added that the compatibility to existing sound systems is such that should a Perspecta-sound sound track be played in conventional single-speaker theatres, no adjustment or adaptation of standard equipment is necessary. It is claimed also that the system is equipped to control screen size electronically.

Fine, who is chief engineer in charge of recording at Mercury Records and formerly chief of the records division of Reeves Sound Studios, is said to have spent the last eight months developing the system.

Hopeful of Tax Relief

(Continued from page 1)

Committee and to push the tax drive without letup.

With Robert W. Coyne, COMPO special counsel, Cole and McGee today appeared before the House Small Business Committee and stated the industry's case for tax relief. Besides testifying personally to the need for exempting film theatres from the admission tax, they filed with the committee the joint statement made April 20 by Cole and McGee to the House Ways and Means Committee.

In their statement issued yesterday to COMPO tax committees, Cole and McGee said:

Text of Statement

"Notwithstanding the President's opposition to general tax cuts this year, there is no reason for us to be discouraged. On the contrary, there is ample cause for us to believe that we can obtain passage of the Mason Bill at this session.

"Indeed, the President, himself, pointed out the need for tax adjustment in his speech Tuesday night. In his address, the President said: 'Our system of taxation must not only provide our government with the resources to be strong for freedom's sake—but also enable our people to apply their initiative and industry fruitfully. This means taxes so adjusted as to fall where payment is least harmful—and so planned as to create jobs and expand the income of the mass of our people.'

"Our tax case falls precisely into this category. We have demonstrated that the Federal admission tax not only has contributed to the closing of more than 5,000 theatres since 1946 but will result in the closing of more than 5,000 more in the next 12 months if the tax is retained. Such a calamity, of course, would mean the destruction of these small businesses and the loss of jobs for many people, which the President wants to avoid.

Sees Revenue Increase

"Not only, moreover, would passage of the Mason Bill avert this disaster, but it would increase the revenue to the Treasury. This is not an illusion. The hard facts are: In 1952 the Treasury, from industry sources—admission, corporate and personal income taxes—totaled \$262,000,000. In the next 12 months, if the admission tax remains in effect, the industry from these three sources will yield only \$161,000,000 because of the expected 5,000 theatre closings. If, on the other hand, these theatres are saved through removal of the admission tax, the industry corporation and personal income taxes will total \$165,000,000, or a net gain to the Treasury of \$4,000,000 against a total that can be expected if the admission tax remains and 5,000 theatres close.

"Members of the House Ways and Means Committee and of both houses of Congress understand this, and therefore want to see our bill passed. As near as we can determine, all that has been blocking action on the Mason Bill has been a parliamentary situation caused by a conflict between the tax views of the Administration and some members of Congress. Now that

the President has clarified the Administration's stand on taxes, it is expected that this situation will so adjust itself that action may be taken on the Mason Bill by the Ways and Means Committee.

"It is imperative, therefore, that all our state and Congressional district committees continue their fight with all possible vigor. They should wire or telephone their Congressmen to urge members of the Ways and Means Committee to report out the Mason Bill and to do it without further delay. Since more than 300 members of the House are supporting the Mason Bill, we are confident such a course will be effective.

"Having kept in the closest possible touch with the situation, we are completely confident of success. We wish to emphasize, however, that this success cannot be obtained unless everybody in our industry continues to carry on the fight. This is no time for discouragement, but is a time for action."

Cole Feels Tax Relief Next Year Is "Too Late"

WASHINGTON, May 20.—President Eisenhower's promised excise tax revision recommendations next year will be "too late to help a large part of our industry," H. A. Cole, co-chairman of the tax committee of the Council of Motion Picture Organizations, said following the House Small Business committee hearing today.

Cole said that his observations of the industry in recent months, made in connection with his tax campaign activities, convinced him that the industry could not wait much longer for tax relief.

Not "Too Discouraging"

Cole said that on the whole he had not found the President's speech recommending retention of present taxes until next Jan. 1 "too discouraging" to the industry's hopes, pointing out that the President had laid emphasis on the need for keeping business at a high level. Cole said this is the essence of the industry's case.

The COMPO leader admitted that industry officials have not been having much luck in convincing Treasury officials that the admission tax exemption will not lose much Federal revenue, but said that he had high hopes that the industry had done a better job of convincing on this point the staff of the House-Senate Internal Revenue committee. The Ways and Means committee and Finance committee lean heavily on this staff in their deliberations.

Dr. Trueman Heads Canada Film Groups

OTTAWA, Ont., May 20.—Dr. Albert Trueman, 51, president of the University of New Brunswick, has been appointed Canadian Government Film Commissioner and head of the National Film Board, succeeding Arthur Irwin.

Seidleman in Mexico

MEXICO CITY, May 20.—Sam Seidleman is negotiating with owners of the principal local studios here for the establishment of a laboratory to develop color films.

Confusion Misnomer Says Wilschke

The so-called confusion stemming from developments of new exhibition techniques is a misnomer, according to E. O. Wilschke, operating manager of Altec Service Corp. Wilschke said here that despite the feeling of confusion, the industry "knows where it is going" in regard to the new media and that all segments are now trying to "work out details."

Wilschke said that each producing company would explore its own system and that there probably would be no complete conversion to a single standard until all systems had been explored. Astute showmen, he asserted, should be the last to "cry for standardization" because in the final analysis it will be the public that will "do the standardizing."

"If there is a stampede now for standardization," Wilschke said, "the industry will not get the best in technical advancements which might result in a single uniform system."

Wilschke said he was certain that when all avenues have been explored, compatible equipment will be evolved.

Delay Pre-trial Meet In ELC Suit Again

Another postponement, this time to Sept. 15, has been granted for a pre-trial conference in the \$15,000,000 anti-trust suit brought by Chesapeake Industries against Loew's and RKO Theatres. The delay was granted in Federal District Court here with the provision that the adjournment would not postpone the trial of the case. Previously, the pre-trial conference was set for yesterday.

Chesapeake Industries, as the owner of the now-dissolved Eagle Lion Classics, is pressing the suit, which charges ELC had been denied access to the New York market because of an alleged product split by Loew's and RKO Theatres. It was charged that this arrangement prevented any opening of the market here to ELC.

Cleveland Grosses Off

CLEVELAND, May 20.—Theatre business at all types of houses in the Cleveland area is below the same period last year. Drive-ins, particularly, have been hard hit by bad weather, mostly cold and rain.

Hearings on Mason Bill in Booklet

Washington, May 20.—The House Ways and Means Committee now has available in printed form the hearings on the Mason Bill to exempt motion picture theatres from the admission tax.

The 120-page booklet includes the testimony of spokesmen for the Council of Motion Picture Organizations and other witnesses, plus statements later submitted for the record. It shows that 50 Representatives and one Senator actually testified in support of the measure, while another 60 Congressmen and two Senators submitted later statements in favor of the bill. Copies can be obtained from the Committee.

Talk New Pact For E. Studio Boothmen

Local No. 306, projectionists' union of the International Alliance of Theatrical Stage Employees here, will resume negotiations tomorrow on a new pact for boothmen in New York studios, screening rooms, laboratories and newsreel offices. The contract expired last September but conferences have been held periodically since then, the last meeting having been held about a month ago. Wage scale increases higher than those just negotiated for theatre projectionists are being asked for the studio operators.

A new two-year contract has been closed between the IATSE local and theatres in the Metropolitan area. The contract is retroactive to Sept. 1, 1952, and runs to May 31, 1955. Under its terms, the union wins a 10 per cent increase, with the projectionists getting an eight per cent wage boost and two per cent going into the welfare fund of the local.

I.F.E. Plans Release Of Four in Chicago

CHICAGO, May 20.—In a flurry of activity I. F. E., Italian film distributing organization, will release four new features here during the next few weeks. One, "OK, Nero," will have its American premiere at the Monroe Theatre starting May 28; two others, "Bellissima," starring Anna Magnani, and "Times Gone By," starring Gina Lollobrigida, will have their Midwest premieres at the Carnegie and Surf, respectively, on June 5; and "The White Line" will follow "Bellissima" at the Carnegie for its first Chicago showing.

Bernie Lewis, I. F. E. advertising publicity executive, is in town with Norman Rosemont and Allan Hodshire to set up the pre-opening campaigns on the four pictures. Meanwhile, "Anna" is enjoying an unusually successful subsequent run at the Alex Theatre, where it is now winding up after playing the house seven weeks.

New Film Company Files

ALBANY, N. Y., May 20.—Top Pictures Corp. has filed here a certificate to conduct a motion picture business in New York. Principals are Gerald F. Phillips, Daniel Glass and Bernard Rothman.

Suggestive Film Ads Draw London Fire

London, May 20.—London's Public Morality Council, an unofficial body but with considerable authority in ruling circles, has started a campaign against suggestive and morbid film advertising which, it asserts, "does the greatest possible disservice both to the film industry and the public."

The London County Council, which licenses and controls all theatres in its area, has already warned distributors and exhibitors against "gross and sensual" advertising and contemplates making an example of one or two of the offenders.

'It Came from Outer Space'

(Continued from page 1)

and with stereophonic sound, it was frightening enough for even hardened veterans of the technological revolution in its initial violent sequences. Later on, when a rock-slide appeared to dump huge boulders onto the audience, and repeatedly as minor incidents of conflict built interest steadily toward the climax, the picture gave observers the utmost in 3-D scare effects. But its real proof of excellence lies in the fact that suspense mounts steadily from start to finish and was not dispelled by the necessity of stopping it twice for reel changes.

Richard Carlson, whose name has the best billing value in the cast, plays a scientist who, with his girl, played by Barbara Rush, witnesses the landing of a meteor-like object in a desert and, on investigation, discover that it is not a meteor but a strange shaped conveyance from outer space, bearing living beings. When a rock-slide covers the object, townspeople and police pooh-pooh their report, but as evidence mounts that strange visitors with superhuman powers are active in the neighborhood, they finally are convinced. The surprise ending that follows is for seeing, not telling.

Charles Drake, Russell Johnston and Joseph Sawyer are prominent in the supporting cast. The production by William Alland is totally suitable to his subject, and the direction by Jack Arnold keeps the performances within bounds so that the story can stand on its own, as good mystery stories must. Ray Bradbury wrote the original, and Harry Essex the screen play.

Running time, 81 minutes. General audience classification. For June release.

WILLIAM R. WEAVER

Blatt Elected

(Continued from page 1)

Norman Mervis, Frank Panapoulos, Elmer Hasley, Rudy Navari, Herman Stahl and Mrs. M. A. Rosenberg, the latter being the widow of the former AMPTO president. She is the first woman to be elected to the organization's board.

Si Fabian, president of Stanley Warner, was to have been the principal speaker at the afternoon session today but his plane from New York was late. Other speakers were Wilbur Snaper, president of national Allied, and Blatt. Snaper discussed trade practices and described the industry as being the "most highly disorganized business in the country." Richard Morgan was general chairman of the convention.

The members saw a CinemaScope demonstration at the Stanley Theatre. Comments indicated that they were highly impressed.

Pickus Process

(Continued from page 1)

which stretches approximately 45 feet across the entire front of his auditorium. He said it makes the characters lifelike so that "they seem to be actually appearing on the stage of the theatre." He declined to discuss technical details nor approximate cost at this time, although, according to him, he has been "besieged with calls for information during the last two weeks." A plan is being developed for placing AMP-O-Vision on the market next month. The system, he said, can be used for all conventional films permitting any picture to grow in size.

Skouras to Europe On CinemaScope

Spyros P. Skouras, president of 20th Century-Fox, is scheduled to leave here by plane for Europe next week to set up CinemaScope demonstrations in London and Paris.

Also leaving for Europe in connection with the CinemaScope demonstrations will be Murray Silverstone, vice-president, and Earl I. Sponable, director of research. They will leave separately, it is understood, and meet in Europe.

Ohio Censor

(Continued from page 1)

rent session of the legislature, Sen. Mosher said he believes the campaign waged for elimination of the laws has been of great value and will be so demonstrated when the fight is resumed. Elimination of censorship statutes is a slow and difficult battle, it was pointed out, but many legislators and newspapers have been won to its support.

The revised bill providing for exemption of newsreels from censorship is back in the state education and health committee, of which Sen. Mosher is chairman.

Cinerama

(Continued from page 1)

wide-screen which would have less curvature than the present Cinerama screen. It was indicated that this procedure, if completely successful, could make the Cinerama process practicable for general production and exhibition use eventually.

Lists Six as 'Adult'

TORONTO, May 20.—The title of "No Orchids for Miss Blandish" has been changed to "Black Dice," it has been revealed by the Ontario Board of Censors, which has classified the film as adult entertainment, along with "Bad Blonde," "Blue Gardenia," "The House of Wax," "Royal Affair" and "Split Second."

Kodak Officers Renamed; Net Up

ROCHESTER, N. Y., May 20.—All officers of Eastman Kodak were re-elected at a meeting of the board of directors held here. They included Thomas J. Hargrave, chairman; Albert K. Chapman, president; Donald McMaster, vice-president and general manager; Dr. C. E. Kenneth Mees, Adolph Stuber, Ivar N. Hultman, Edward S. Farrow, James E. McGhee, Edward P. Curtis, M. Wren Gabel and I. L. Houley, vice-presidents; Archbold H. Robinson, treasurer; David H. Fulton, J. Donald Fewster and Carl L. Stevenson, assistant treasurers; Milton K. Robinson, secretary; William F. Shepard and Harmar Brereton, assistant secretaries; Cornelius J. Van Niel, general comptroller; Thomas J. McCarrick and J. Leslie Harper, assistant comptrollers.

It was revealed at the meeting that consolidated net earnings of Eastman Kodak for the first quarter of 1953 (12 weeks ending March 22) were \$9,916,028, up 14 per cent from the \$8,697,477 for the corresponding period of 1952. Earnings were equal to 59 cents a share on the 16,555,254 common shares outstanding.

Earnings before taxes were \$31,275,824, up 27.5 per cent over the first quarter of a year ago.

Saland Sets Up New Firm; Has 6 Films

Nathan Saland, head of Mercury Film Laboratories here, has formed International Releasing Corp. and has acquired the U. S. and Canadian rights to six productions produced by William Goetz. Deals have been closed with almost 100 per cent of state rights distributors for handling the pictures regionally, Saland said. IRC also will acquire new pictures and re-issue product for national distribution.

The six Goetz-produced features are "Along Came Jones," with Gary Cooper, Loretta Young and Dan Duryea; "Tomorrow Is Forever," Claudette Colbert, Orson Welles and George Brent; "Casanova Brown," Gary Cooper, Teresa Wright and Frank Morgan; "The Woman in the Window," Edward G. Robinson, Joan Bennett and Raymond Massey; "It's a Pleasure," Sonja Henie, Michael O'Shea and Marie McDonald, and "Belle of the Yukon," Randolph Scott, Gypsy Rose Lee and Dinah Shore. The latter two are in color by Technicolor.

Sam Lake has taken over the pictures for the New York exchange territory.

3 hrs.
20 min.

AMERICAN

to CHICAGO

NONSTOP
EVERY HOUR ON THE HOUR

THERE'S A GOLD MINE IN "THE DESERT RATS"!



3rd BIG WEEK, NEW YORK!



3rd BIG WEEK, LOS ANGELES!



SMASH OPENING, MINNEAPOLIS!

THE DESERT RATS starring RICHARD BURTON • ROBERT
NEWTON with Robert Douglas • Torin Thatcher and JAMES
MASON as ROMMEL • Produced by ROBERT L. JACKS
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IN
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Accurate
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VOL. 73. NO. 99

NEW YORK, U. S. A., FRIDAY, MAY 22, 1953

TEN CENTS

U.S. Treasury Balks At Tax Repeal in '53

**Wants Admission Levy
Kept, House Group Told**

By J. A. OTTEN

WASHINGTON, May 21.—Treasury Undersecretary Folsom said today that the Administration does not want to see the admission tax or any other excise tax reduced or repealed this year.

Folsom made the statement during testimony before a House small business sub-committee studying tax problems of small business. The sub-committee yesterday heard officials of the Council of Motion Picture Organizations outline the industry's need for admission tax relief. The industry's plea had obviously made an impression on members of the sub-committee and several of their questions to Folsom dealt with the admissions tax.

Rep. Yates (D., Ill.) noted that the
(Continued on page 5)

Italian Film Pact Signed; Remittance Still A Question

The Italian government has officially signed the Italo-American film agreement, according to cabled reports from Rome yesterday, although one provision in the over-all pact remains open. Still undetermined is the question of remittances to American companies on earned revenue in Italy.

At the time that the new deal was negotiated in Rome by Eric Johnston, president of the Motion Picture Export Association, there was a provi-
(Continued on page 5)

Mexican Censors, Producers Agree

MEXICO CITY, May 21.—Mexican producers and members of the National Cinematographic Board, long at odds on the matter of censorship, appear to have come to an agreement on standards.

Board examination of scripts is being broadened and will be done by a committee composed of authors, news-
(Continued on page 5)

"Show Train" for Cinerama Tonight

More than 1,200 residents of Massachusetts and Connecticut tonight will come to New York aboard a special "Show Train" of the New Haven Railroad to attend a performance of "This Is Cinerama" at the Broadway Theatre. The New Haven purchased the entire house two weeks ago at full price and put the tickets on sale at its depots.

IBEW May Strike At CBS On Coast

HOLLYWOOD, May 21.—International Brotherhood of Electrical Workers, Local 45, was to meet tonight to decide whether or not to support a strike by Office Employees International Union, Local 74, AFL, against Columbia Broadcasting System, which went into effect at 11 P.M. Wednesday. All CBS installations here were picketed today by OEIU, whose 256 members employed by CBS had declined a compromise settlement negotiated by the Central Labor Council in last-minute sessions with CBS officials. OEIU had demanded a wage increase of 9½ per cent or \$5.75 per week, whichever is greater.

Indications late today were that the strike does not threaten to spread net-
(Continued on page 5)

Business Big In Canada

TORONTO, May 21.—Favorable film business conditions in Canada and bright prospects for the future were stressed in an address by Gordon Lightstone, Canadian division general manager of Paramount Film Distributing Corp., at the annual sales meeting of Paramount's Canadian division, held at the Royal York Hotel today.

E. K. (Ted) O'Shea, Paramount distribution vice-president; Jerry Pickman, vice-president in charge of advertising-publicity; Oscar Morgan, short subjects and Paramount News sales manager, and Dr. Charles R. Daily of the Paramount studio's technical research department, addressed
(Continued on page 5)

Motion to Dismiss In Local 306 Suit

Defendant exhibition companies in the \$3,225,000 suit brought by Local No. 30 of the projectionists' union here several months ago for alleged unpaid overtime filed a motion to dismiss yesterday on the ground that the plaintiff had no grounds to sue and that the complaint did not contain sufficient cause of action. A hearing on the motion will be held June 10. The suit was filed by Herman Gelber,
(Continued on page 5)

Proposed T-H Law Changes Would Affect Industry

WASHINGTON, May 21.—Senate Labor Committee Chairman Smith (R., N.J.) disclosed that Republican members of his committee had agreed on a score of changes in the Taft-Hartley law, including several affecting the film industry.

One would grant the plea of studio unions for a cut in the time within which new workers must join the unions when working on jobs covered by union-shop contracts. At present, there is a 30-day grace period. The amendment announced by Smith would cut the period to seven days in industries recognized by the National Labor Relations Board as having "casual, intermittent or temporary" employment—such as film studios.

Another would exempt firms primarily local in character. This would be defined as companies selling or buying less than certain amounts of goods in interstate commerce.

Still another change would tighten the present law's "featherbedding"
(Continued on page 5)

AMPP Supports Program of I.I.A.

Hollywood, May 21.—The AMPP has pledged support of the Government's overseas film program with resolution reading in part, "AMPP, realizing the extreme importance of the Government's overseas information program in promoting national interest and the world-wide cause of liberty and peace, pledges its full cooperation to the program of the International Information Administration."

MPAA Board Upholds PCA On 'Moon' Seal

**Little Dissent Voiced
After Screening Here**

The board of directors of the Motion Picture Association of America yesterday denied the appeal of Otto Preminger from the Production Code Administration's refusal to issue a seal of approval to "The Moon Is Blue," after viewing Preminger's production at a special screening at the United Artists projection room here.

There was very little difference of opinion among board members during their discussion preliminary to arriving at their decision to uphold the P.C.A., it was reliably reported. The discussion was said to have lasted more than an hour after the screening had been concluded. Eric Johnston, MPAA president; Ralph Hetzel, head of the MPAA New York office,
(Continued on page 2)

Grainger Stresses Economy Effort in Report to 'Holders

Every effort is being made by RKO Radio Pictures to effect substantial economies in distribution and to exercise caution in planning future productions pending clarification of new processes, James R. Grainger, president, informed stockholders in a letter appended to the company's annual report. The report was mailed to stockholders yesterday, in addition to the company's proxy statement, which called for reelection of the present five-man board.

The breakdown of the consolidated profit and loss statement for the 53 weeks ended Jan. 3, 1953, disclosed in-
(Continued on page 3)

Plentiful Supply of Viewers, Says NVC

HOLLYWOOD, May 21.—Natural Vision Corporation today announced that at this time any producer, distributor, or individual theatre contacting NVC can count on immediate delivery of the desired number of polaroid viewers. The statement said production has so increased that there is no longer need to hold up production or distribution because of lack of viewers.

Personal Mention

ALFRED CROWN, foreign sales manager for RKO Radio, will fly to Paris over the weekend on the first leg of a one-month tour of company offices in the United Kingdom and on the Continent.

LEON J. BAMBERGER, sales promotion manager for RKO Radio, will return to New York today from Pittsburgh, where he addressed the convention of Allied of Western Pennsylvania.

ALBERT J. CLARKE, for 13 years manager of the Majestic Theatre in Providence, and who started his industry career 27 years ago, has resigned to enter private industry.

JACK BYRNE, Eastern sales manager for M-G-M, who is on a business trip to Boston and New Haven, will return to New York over the weekend.

DOUGLAS SHEARER, head of the M-G-M recording department at the studio, will arrive here today and will leave tomorrow for England.

J. R. GRAINGER, president of RKO, together with members of the home-office executive staff, will return to New York today from Chicago.

L. D. NETTER, JR., general sales manager of Altec, has flown to Chicago, to join **MARTY WOLF**, assistant sales manager.

EMERY WISTER, motion picture editor of Charlotte, N. C., will leave June 6 on his 12th annual trip to Hollywood.

E. S. GREGG, vice-president and general manager of Westrex Corp., has returned to New York from Europe.

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will be in Dallas on Monday.

JULES B. WEILL, film distributor, will return to New York June 5, following seven weeks in Europe.

SELMA ASLAN, of the Cinema-Owners of Israel, has arrived in New York from Tel-Aviv.

KAY NORTON, of Norton & Condon, publicists, will leave New York Monday for Chicago.

DWIGHT LONG, producer-director, has arrived in New York from Hollywood.

Goldenson to Talk To AMPA June 3

"Showmanship" will be the subject of an address to be delivered by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres at a monthly luncheon-meeting of the Associated Motion Picture Advertisers to be held Wednesday, June 3, in the Hotel Picadilly. The meeting will be the first under

MPAA Board Upholds PCA

(Continued from page 1)

and Kenneth Clark, assistant to Johnston, were among those who attended the screening.

One United Artists official said that the decision would not change the company's plans to distribute the Preminger production which, as a stage play, is in its third year on Broadway. However, he added, new consideration might be given to the policy on which it would be offered to exhibitors.

Whether or not Preminger plans to take any further action could not be learned last night. It is known that he has retained Samuel I. Rosenman as his attorney and Rosenman attended the screening yesterday. He could not be reached for comment subsequently. The picture has been passed by the New York and Penn-

sylvania censor boards. Its main theme is the potential seduction of a young girl, played by Maggie McNamara, by both William Holden, as a young bachelor, and by David Niven, as an elderly, divorced man-about-town.

The MPAA board as an "appeal court" has reversed the P.C.A. on refusal of a code seal only once before in recent years. That was in the case of Howard Hughes' "The Outlaw," 10 years ago. In approving a seal for that picture, the board conditioned it upon approval of the advertising for the picture. Hughes violated the condition and the seal was withdrawn. Litigation was begun by Hughes during the controversy but was withdrawn subsequently, prior to a trial.

Saland Closes Seven Territorial Deals

Nat Saland's new Independent Releasing Corp. has set the following additional franchise holders to handle his six newly-acquired William Goetz-produced pictures: Al Swerdlove, Boston; Max Shulgold, Pittsburgh; Bernie Mills, Washington; Harry Gaffney, Kansas; Harry Fuller, Denver and Salt Lake; Harold Schwarz's Tower Picture Co., Dallas, and Sam Lake, in New York.

Saland has set two Gary Cooper pictures in Loew's first-run theatres in St. Louis, Toledo and Cleveland during Memorial holiday week. They are "Along Comes Jones," starring Cooper and Loretta Young, and "Casanova Brown," starring Cooper and Teresa Wright.

Invite Mayor to 'Tightrope' Benefit

A special over-sized ticket to the International Rescue Committee's benefit premiere of 20th Century-Fox's "Man on a Tightrope" will be presented to Mayor Vincent Impellitteri today by actor Alex D'Arcy of the picture's cast. Participating with the Mayor and D'Arcy in the City Hall ceremony for the International Rescue Committee will be its chairman, Leo Cherne, Mrs. Marshall Field, Mrs. Kermit Roosevelt, Msgr. Bela Varga, president of the Hungarian National Council, and Helen Gabagan Douglas. The opening will be at the Mayfair Theatre, Thursday evening, June 4, with all proceeds to be devoted to emergency relief, for those who escape through the Iron Curtain.

Lottery Charge Quashed

MALONE, N. Y., May 21.—James LaFarr, manager of Schine's Malone Theatre, who, as the object of a "test case," was arrested on a charge that he operated a lottery in conducting "Lucky," a Bingo-type game, has been acquitted in Franklin County Court.

the new AMPA administration, consisting of Lige Brien, president; Al Floersheimer, vice-president; Bill Boley, treasurer, and Ed Goth, secretary.

Blumenstock East To Map Campaigns

HOLLYWOOD, May 21.—Mort Blumenstock, Warner Brothers vice-president in charge of advertising-publicity, will fly to New York Sunday for two weeks of conferences with Jack L. Warner and Ben Kalmenson on upcoming releases.

Blumenstock will set campaigns on "The Desert Song," "The Beast from 20,000 Fathoms," "South Sea Woman" and "The Charge at Feather River." He will also discuss advance planning for a state-wide premiere of "So This Is Love," the story of Grace Moore, in Tennessee, Miss Moore's home state, and map the campaign for the Wayne-Fellows production, "Island in the Sky."

Canadian Pioneers Set Dinner, Tourney

TORONTO, May 21.—The Canadian Picture Pioneers, headed by N. A. Taylor, head of 20th Century Theatres, will hold its annual "Pioneer of the Year" dinner and dance on Wednesday, Nov. 25, at the Royal York Hotel here.

The Pioneers will stage the Canadian Motion Picture Golf Championship tournament on Aug. 25 at the St. Andrew's course here. Tournament chairman is Tom S. Daley, manager of Famous Players' University Theatre.

'Sangaree' Opens June 4

"Sangaree," first three-dimensional picture to be shown on a wide-screen with color in Technicolor, will have its New York premiere on June 4 at the Victoria Theatre. Preparations are now under way for the installation of the new panoramic screen built to specifications worked out by Paramount Pictures.

\$2,814 for 'Split Second'

CHICAGO, May 21.—"Split Second," Edmund Grainger production for RKO Radio, opened at the Roosevelt Theatre here yesterday to what was described as one of the largest grosses in many months, Balaban and Katz reporting a \$2,814 take.

Sound at Drive-ins Via Car Speakers

Charlotte, May 21.—The Federal Government has granted a patent for a device to permit sound in drive-in theatres to be played through automobile radio speakers, to Richard A. Satterfield of Winston-Salem.

Sockets would be installed on one or both sides of the car. A plug from the theatre sound reproducing system would then be placed in the socket to bring sound directly into the car radio.

Theatre Craft Offers New Type Interlock

CLEVELAND, May 21.—A new mechanical interlock, which is claimed to maintain complete synchronization at all times and to fit any type of projection equipment, has been developed and is being manufactured by Theatre Craft Manufacturing Corp. of Cleveland of which David Sandler is president. The company is also manufacturing 24-inch magazines with roller bearings which can be used with all types of projection equipment, it was said.

Theatre Craft was organized some 10 years ago to make in-car speakers. Several years later, Sandler developed an in-car heater.

Wm. Brandt to Europe

William Brandt of Brandt Theatres, will leave here for Europe today on the S.S. *United States*, accompanied by Mrs. Brandt. They will visit Paris and Rome. The purpose of his trip is to negotiate for foreign films but he will seek only exhibition rights for first-run showings at several Brandt theatres in New York. His organization will not otherwise distribute them.

Get the Cerebral Palsy Campaign Trailer at Your N.S.S. Exchange.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"YOUNG BESS"

JEAN SIMMONS STEWART GRANGER
DEBORAH KERR CHARLES LAUGHTON

color by TECHNICOLOR • An M-G-M Picture
plus Spectacular STAGE PRESENTATION

The New **Desert Song** in person **THE FOUR ACES**
ALAN KING
THE MARTIN BROS.
JERRY GRAY
AND HIS BAND OF TODAY
KATHRYN GRAYSON • GORDON MACRAE
PARAMOUNT TIMES SQUARE Midnight Feature

Grainger

(Continued from page 1)

come from film rentals and sales of \$60,841,287, and expenses of \$64,923,485. Under the heading of other charges, a \$3,758,000 loss on investments in productions of outside producers was listed. Stories, continuities, preliminary production charges and unabsorbed studio overhead written off were put at \$2,103,831. Some \$7,140,913 in other charges, according to the report, is another factor bringing about a net loss for the year of \$10,178,003. The loss was disclosed by the company in a preliminary report issued on May 7. For 1951, the company reported a net profit of \$334,627.

Current Assets \$33,705,377

The consolidated balance sheet revealed current and working assets of \$33,705,377 and current liabilities of \$8,768,258.

In reference to new technological developments, he said RKO Radio management is closely watching all all new processes with a view of being able to participate in any method when and if the method may become standardized and receive favorable public acceptance.

The annual meeting, which will be held in Dover, Del., on June 3, will have the following nominees as management's slate: Grainger, Howard Hughes, Noah Dietrich, A. Dee Simpson and J. Miller Walker.

The proxy noted that Hughes, currently 'proposed' to be 'beneficially' and in his own name 1,015,620 shares of the outstanding stock, or approximately 26 per cent

Reviews

"Take Me to Town"

(Universal-International)

HERE is an amusing comedy-drama, dressed up in color by Technicolor, nicely cast and paced for action and romance. Despite the fine performances by Ann Sheridan, Sterling Hayden and the adult supporting cast, the picture is almost stolen by three youngsters, Lee Aaker, Harvey Grant and Dusty Henley. It is quite possible that the public will demand more of this three-some, they register solidly.

The locale is the timber country of the Northwest; the time, about the turn of the century. While enroute by train to prison, Miss Sheridan and Philip Reed escape, separately, from a U. S. Marshal. Miss Sheridan, falsely accused of a crime, finds her way to the logging country and gets a job in a dance hall operated by Lee Patrick. Meanwhile, Sterling Hayden, a widowed lumberjack and part-time preacher, is obliged to leave his three young boys alone much of the time while he works. And so the three youngsters start out on their own to find a mother for themselves. They find her in the person of Miss Sheridan who, in order to escape from the approaching police and the presence of Reed, accepts the boys' proposition. There is some resentment by Hayden in having her as a housekeeper and there is also a great deal of criticism on the part of the townspeople. But, after many obstacles, she wins the heart of Hayden and the respect of the

(Continued on page 6)

of the total. Mention was also made that Hughes and Ned E. Depinet, former president and now company "consultant," received \$1,294,176 and \$45,973, respectively, from the Ralph Stolkin group when the syndicate elected not to exercise its sales agreement last February. The sums represent the initial payment of a portion of the purchase price of the shares of Hughes and Depinet, plus interest on the unpaid balance of the purchase price, it was stated. It was also noted that an \$8,000,000 loan agreement between the company and Hughes was signed in conjunction with the Stolkin deal and that the company has not asked for credit provided in the loan.

Col. International Meets in Barcelona

LONDON, May 21.—Approximately 70 key executives and branch managers of Columbia Pictures International will meet in Barcelona, Spain, at the weekend. Joseph A. McConville, Columbia International president, and Sigwart Kusiel, supervisor for Latin America, will conduct the meeting.

Columbia executives from the Continent, Scandinavia and Near Eastern territories, the United Kingdom and Eire will attend the conferences in Barcelona.

Fight Film Strong At K.C. Opening

KANSAS CITY, May 21.—The Marciano-Walcott fight pictures drew business that was said to be "substantially above average" at the downtown Roxy Theatre here yesterday, its opening day, with night attendance strong.

The Roxy switched to a first-run policy with the installation of 3-D equipment and the presentation of the fight film. Admission prices were not increased.

Knopp Advises Wait For Standardization

LONDON, May 21.—Leslie Knopp, technical adviser to the Cinematograph Exhibitors Association here, counsels exhibitors not to invest in wide-screen and stereophonic sound until complete standardization has been achieved.

Knopp made a report to the C.E.A. following his return from Hollywood where he consulted with industry technicians and observed new processes in work there.

C.E.A. members expect to see a demonstration of 20th Century-Fox's CinemaScope at their annual convention in Eastbourne in June.

SDG Meeting June 14

HOLLYWOOD, May 21.—The Screen Directors Guild of America has announced that the annual meeting, at which its new president, board and council will be elected, will take place Sunday, June 14.

PARAMOUNT TRADE SHOWS

Wednesday, May 27, 1953

GINGER ROGERS
WILLIAM HOLDEN
PAUL DOUGLAS

in

FOREVER FEMALE

with JAMES GLEASON

and Introducing PAT CROWLEY

Produced by PAT DUGGAN

Directed by IRVING RAPPER

Written by

JULIUS J. EPSTEIN and PHILIP G. EPSTEIN

Suggested by J. M. Barrie's play "ROSALIND"

CITY

PLACE OF SCREENING

TIME

ALBANY.....	FOX SCREENING ROOM, 1052 Broadway.....	2:30 P.M.
ATLANTA.....	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.....	2 P.M.
BOSTON.....	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street.....	2 P.M.
BUFFALO.....	PARAMOUNT PROJ. ROOM, 464 Franklin Street.....	2 P.M.
CHARLOTTE.....	PARAMOUNT PROJ. ROOM, 305-7 South Church Street.....	10 A.M.
CHICAGO.....	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue.....	1:30 P.M.
CINCINNATI.....	FOX SCREENING ROOM, 1638 Central Parkway.....	2:30 P.M.
CLEVELAND.....	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street.....	8:15 P.M.
DALLAS.....	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway.....	2:30 P.M.
DENVER.....	PARAMOUNT PROJ. ROOM, 2100 Stout Street.....	2 P.M.
DES MOINES.....	PARAMOUNT PROJ. ROOM, 1125 High Street.....	2 P.M.
DETROIT.....	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue.....	2 P.M.
INDIANAPOLIS.....	PARAMOUNT PROJ. ROOM, 116 West Michigan Street.....	10:30 A.M.
JACKSONVILLE.....	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.....	2 P.M.
KANSAS CITY.....	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street.....	2 P.M.
LOS ANGELES.....	PARAMOUNT PROJ. ROOM, 1613 West 20th Street.....	1:30 P.M.
MEMPHIS.....	PARAMOUNT PROJ. ROOM, 362 South Second Street.....	12:15 NOON
MILWAUKEE.....	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street.....	2 P.M.
MINNEAPOLIS.....	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue.....	2 P.M.
NEW HAVEN.....	PARAMOUNT PROJ. ROOM, 82 State Street.....	2 P.M.
NEW ORLEANS.....	PARAMOUNT PROJ. ROOM, 215 South Liberty Street.....	10:30 A.M.
NEW YORK CITY.....	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.).....	2:30 P.M.
OKLAHOMA CITY.....	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue.....	10:30 A.M.
OMAHA.....	FOX SCREENING ROOM, 1502 Davenport Street.....	1:30 P.M.
PHILADELPHIA.....	PARAMOUNT PROJ. ROOM, 248 North 12th Street.....	2 P.M.
PITTSBURGH.....	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies.....	2 P.M.
PORTLAND.....	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue.....	2 P.M.
ST. LOUIS.....	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street.....	1 P.M.
SALT LAKE CITY.....	PARAMOUNT PROJ. ROOM, 270 East 1st South Street.....	1:30 P.M.
SAN FRANCISCO.....	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.....	2 P.M.
SEATTLE.....	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.....	1:30 P.M.
WASHINGTON.....	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.....	8:30 P.M.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Apr. 12	THE MARKSMAN Wayne Morris O-61 min. (5353)	(Apr. Releases) THE GLASS WALL Vittorio Gassman D-80 min. (Rev. 3/10/53)	BACHELOR IN PARIS Dennis Price C-83 min. (5213)	BRIGHT ROAD Dorothy Dandridge D-69 min. (326) (Rev. 4/7/53)	(Apr. Releases) OFF LIMITS Bob Hope Mickey Rooney C-89 min. (5216) (Rev. 2/4/53) THE GIRLS OF PLEASURE ISLAND (Color) Don Taylor Leo Genn D-95 min. (5215) (Rev. 2/20/53)		THE BIG FRAME Mark Stevens D-67 min. (Rev. 3/24/53)	(Apr. Releases) THE PRESIDENT'S LADY Susan Hayward Charlton Heston D-96 min. (312) (Rev. 3/5/53) CALL ME MADAM (Color) Ethel Merman Donald O'Connor MC-114 min. (311) (Rev. 3/4/53)	(Re-Releases) LDVE HAPPY Marx Brothers C-85 min. (Rev. 9/20/49) AFRICA SCREAMS Abbott & Costello C-73 min. (314) (Rev. 4/23/49)	(Apr. Releases) MA AND PA KETTLE ON VACATION Marjorie Main Perry Kilbride C-75 min. (314) (Rev. 3/2/53) DESERT LEGION (Color) Alan Ladd Arlene Dahl D-86 min. (315) (Rev. 3/13/53)	THE SYSTEM Frank Lovejoy Jean Weldon D-87 min. (317) (Rev. 3/19/53)
Apr. 19	TRAIL BLAZERS Alan Hale, Jr. O-64 min. (5329)	JACK McCALL, DESPERADO (Color) George Montgomery OD-76 min. (Rev. 3/31/53) ONE GIRL'S CONFESSION Hugo Haas D-74 min. (Rev. 3/13/53)		CODE TWO Ralph Meeker Sally Forrest D-69 min. (329) (Rev. 3/17/53)		FAIR WIND TO JAVA (Color) Fred MacMurray Vera Ralston D-92 min. (5207) (Rev. 5/1/53)		TONIGHT WE SING (Color) Ezio Pinza David Wayne M-109 min. (310) (Rev. 1/26/53)	(Rank) THE ASSASSIN Richard Todd D-90 min. (Rev. 5/5/53)		HOUSE OF WAX (3-D) (Color) Vincent Price Frank Lovejoy D-88 min. (218) (Rev. 4/10/53)
Apr. 26	COW COUNTRY Edmond O'Brien Helen Westcott O-82 min. (5310) (Rev. 5/5/53)	PROBLEM GIRLS Helen Walker D-70 min. (Rev. 3/18/53)		NEVER LET ME GO Clark Gable Gene Tierney D-94 min. (327) (Rev. 3/27/53)		THE SUN SHINES BRIGHT (Color) Charles Winninger Arleen Whelan D-90 min. (5208) (Rev. 5/1/53) IRON MOUNTAIN TRAIL Rex Allen O-54 min. (5231)		MAN ON A TIGHTROPE Freddie March Terry Moore D-105 min. (315) (Rev. 4/1/53) INVADERS FROM MARS (Color) Helene Carter D-78 min. (314) (Rev. 4/20/53) THE DESERT RATS James Mason D-88 min. (Rev. 5/12/53)	(Elemsee Overseas Prods.) THAT MAN FROM TANGIER Nils Asther Roland Young CD-80 min. (Rev. 5/4/53)	BY THE LIGHT OF THE SILVER MOON (Color) Doris Day Gordon MacRae M-102 min. (219) (Rev. 3/26/53)	
May 3		(3-D) MAN IN THE DARK Edmond O'Brien D-70 min. (Rev. 4/8/53)		CRY OF THE HUNTED Vittorio Gassman Barry Sullivan D-80 min. (330) (Rev. 3/13/53)			SPLIT SECOND Stephen McNally Jan Sterling D-85 min. (Rev. 3/19/53)		(W. Lee Wilder) PHANTOM FROM SPACE Ted Cooper D-72 min.	(May Releases) THE LONE HAND (Color) Joel McCrea Barbara Hale O-79½ min. (317) (Rev. 3/31/53) LAW AND ORDER (Color) Ronald Reagan Dorothy Malone O-80 min. (318) (Rev. 4/6/53) IT HAPPENS EVERY THURSDAY Loretta Young John Forsythe CD-80 min. (319) (Rev. 4/13/53)	
May 10	REBEL CITY Wild Bill Elliott O-62 min. (5324)	(May Releases) AMBUSH AT TOMAHAWK GAP (Color) John Hodiak O-73 min. (Rev. 5/8/53)	TWILIGHT WOMEN Freda Jackson D-89 min. (5217)	REMAINS TO BE SEEN June Allyson Van Johnson MCD-89 min. (331) (Rev. 4/23/53)	(May Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton Cornel Wilde D-153 min. (Rev. 1/2/52) PONY EXPRESS (Color) Charlton Heston Rhonda Fleming O-101 min. (5217) (Rev. 3/5/53)						
May 17		SERPENT OF THE NILE (Color) Rhonda Fleming William Lundigan D-81 min. (Rev. 5/5/53)		FAST COMPANY Howard Keel Nina Foch C-68 min. (332) (Rev. 4/9/53)			SEA DEVILS (Color) Yvonne De Carlo D-71 min. (320) BELOW THE SAHARA (Color) Armand & Michaela Denis D-65 min. (321)		(Raymond Stress) SHOOT FIRST Joel McCrea Evelyn Keyes D-88 min.		
May 24	LOOSE IN LONDON Leo Gorcey C-64 min. (5319)	GOLDTOWN Gene Autry O-57 min. (3-D)	THE SLASHER James Kenney D (5218)	YOUNG BESS (Color) Stewart Granger Jean Simmons D-112 min. (333) (Rev. 4/28/53)				GENTLEMAN'S AGREEMENT (Re-Releases) Gregory Peck Greer Garson (Rev. 11/10/47)	(Global Prods.) RAIDERS OF THE SEVEN SEAS (Color) John Payne D-88 min.		THE DESERT SONG (Color) Kathryn Grayson Gordon MacRae M-110 min. (220) (Rev. 4/23/53)
May 31	ROAR OF THE CROWD Howard Duff D-71 min. (5311)	FORT TI (Color) George Montgomery D-78 min. (Rev. 5/13/53)	JOHNNY THE GIANT KILLER (Color) Animated Cartoon (5205)	A SLIGHT CASE OF LARCENY (Color) Mickey Rooney Eliane Stewart C-71 min. (Rev. 5/7/53)				THE VANQUISHED (Color) John Payne D-84 min. (5221) (Rev. 5/7/53) SCARED STIFF Dean Martin Jerry Lewis C-108 min. (5222) (Rev. 4/14/53)	(Wm. Dieterle) VOLCANO Anna Magnani D-106 min.	(June Releases) COLUMN SOUTH (Color) Audie Murphy Jean Evans O-84 min. (320) (Rev. 5/20/53) TAKE ME TO TOWN (Color) Ann Sheridan O-81 min. (321) (J. Arthur Rank)	
June 7		(June Releases) THE JUGGLER Kirk Douglas D-86 min. (Rev. 5/5/53)	GHOST SHIP Dermot Walsh D (5228)	ARENA (Color) Gig Young OD	JAMAICA RUN (Color) Ray Milland Arlene Dahl D-92 min. (5220) (Rev. 4/9/53)	CITY THAT NEVER SLEEPS (Color) Gig Young Mala Powers D-90 min.		THE GIRL NEXT DOOR (Color) Dan Dailey June Haver M-92 min. (320) (Rev. 5/18/53)	(Arch Oboler) THE TWONKY Hans Conried D-72 min.		
June 14	MURDER WITHOUT TEARS Craig Stevens D (5328)	SIREN OF BAGDAD (Color) Paul Henreid D-72 min.		THE AFFAIRS OF DOBIE GILLIS Dobie Reynolds Debbie Reynolds C-74 min.	THE VANQUISHED (Color) John Payne D-84 min. (5221) (Rev. 5/7/53) SCARED STIFF Dean Martin Jerry Lewis C-108 min. (5222) (Rev. 4/14/53)		AFFAIR WITH A STRANGER Jean Simmons Victor Mature CD	POWDER RIVER (Color) Rory Calhoun Corinne Calvet OD-78 min. (321) (Rev. 5/14/53)	(Manuel Conde) GENGHIS KHAN Manuel Conde D-78 min.	Sir Laurence Olivier 60 min. (323)	THE BEAST FROM 20,000 FATHOMS Paul Christian Paula Raymond D (221)
June 21	SAFARI DRUMS Johnny Sheffield D (5314)	THE 49TH MAN John Ireland D-73 min.		SCANDAL AT SCOURIE (Color) Greer Garson Walter Pidgeon D-90 min. (Rev. 4/30/53)			TARZAN AND THE SHE-DEVIL Lex Barker D-76 min.	PICKUP ON SOUTH STREET Richard Widmark Jean Peters D-80 min. (322) (Rev. 5/18/53)	(Global Prods.) THE NEANDERTHAL MAN Robert Shayne D-78 min.	(3-D) IT CAME FROM OUTER SPACE Richard Carlson Barbara Rush D-82 min. (322) (Rev. 5/21/53)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

Short Subject

'Melody' (Disney 3-D)

(Disney-RKO Radio)

THE considerable question as to whether application of the 3-D process to film cartoons would enhance or damage that fundamentally flat medium is answered firmly and on the good side by Walt Disney with "Melody," the first item in a new series to be known as "Adventures in Music." The subject proves beyond question that 3-D is a tremendous addition to the already virtually limitless Disney bag-o'-tricks, and opens to the Disney wizards, as likewise to all workers in the cartoon medium, a veritable constellation of new worlds to conquer. Whatever handcuffs the film-cartoonist may have had to work in heretofore are off and gone now. That creative imaginations will productively explore vast new regions forthwith, to the gratifying profit of their medium, is assured.

This first subject in 3-D runs 9 1/4 minutes, all of them delightful both to eye and ear. It depicts, always entertainingly and charmingly, but in an inconspicuous way educationally as well, how music is born. Various methods, including those inspired abstractions first utilized by Disney back in his "Silly Symphonies" phase, are used to trace the development of a musical composition. Describing this kind of wonder-work adequately in printed words is of course impossible.

Like other 3-D films, this one can be used either in that form or standard.

Italian Pact

(Continued from page 1)

sion that remittances would be increased from 37 1/2 per cent to 40 per cent. The Italian government as yet has not indicated its willingness to accept the 40 per cent figure. However, there appears to be a feeling of optimism among MPEA members that the proposed increase will be granted.

First Payment Oct. 1

The initial installment payment is not due until Oct. 1, and it is believed by foreign department heads that the issue will be completely clarified by that time.

Under the terms of the new agreement, which is to run for 14 months, U. S. financial aid to the Italian industry is cut by 20 per cent. American film companies will continue to be allowed to export 225 films a year to Italy, plus additional exports by independent producers to independent Italian distributors.

Peiroten RKO Radio Liaison in Uruguay

Pedro Peiroten has been appointed RKO Radio's representative in Uruguay with headquarters in Montevideo, by Alfred Crown, foreign sales manager. A deal has been concluded with Cinematografica Glucksmann-Cinesa for the distribution of RKO films in the territory.

Peiroten, since July, 1949, has been district manager in charge of six interior sub-offices in the Argentine territory.

Against Tax Repeal

(Continued from page 1)

President in his tax message and Folsom today had reported that the Treasury was making a comprehensive study of excise taxes. "Have you come to any conclusions yet on any taxes such as the amusement tax?" he asked.

"Our only position now is that we don't want to lose that revenue," Folsom replied. "We don't want to see any of these taxes come off in the current calendar year."

Included Theatre Tax

Folsom later confirmed to MOTION PICTURE DAILY that the admission tax was specifically included in this reply, and that the Treasury had filed a statement with the House Ways and Means Committee opposing the Mason Bill, which would exempt motion picture theatres from the admission tax. He said this had been sent to the committee before the hearings on the Mason Bill, and that he had no idea why the committee had never made the letter public.

At another point in today's hearing, Rep. Hosmer (R., Calif.) noted that the President had said he would have recommendations early next year on excise revision.

Suppose the Treasury, in its study, finds that some tax, such as the admission tax, is so high that the industry is being hurt, Hosmer said. Would the Treasury then, he asked, come to Congress this year with a recommendation for immediate excise relief or would the Treasury feel everything should wait for the over-all excise plan early next year?

"It will all come as part of the over-all plan," Folsom replied. He admitted that some excise rates are probably much too high, but said that he could not say yet whether the admission tax was one of these.

Folsom carefully ducked questions as to whether the Administration is studying a general sales tax, merely saying over and over that "the whole excise field is under study."

Some Hope Held Out

While Folsom's statements on the admission tax were not too pleasant news for the industry, some of his other statements to the sub-committee were slightly more hopeful.

For one thing, he said the Treasury is very carefully studying allowing

business firms more liberal depreciation treatment on new equipment—along the lines of writing off more of the investment in the early years of the equipment's life. This could be significant in view of anticipated outlays in the industry for new 3-D and other equipment.

He also pointed out that the Treasury has already switched from a monthly excise return to a quarterly return, eliminating considerable paper work, and added that "consideration is being given to a further simplification by substituting annual for quarterly returns."

Profits Levy Ends Dec. 31

He promised that the Administration would not request any extension of the excess profits tax beyond Dec. 31.

He also pledged that the Bureau of Internal Revenue would take a more sympathetic attitude to the tax problems of small firms and would not be so hostile in questioning deductions and income allocation by businessmen.

Another change which is under study, according to Folsom, is to boost the corporate surtax exemption. At present, the first \$25,000 of corporate income is taxed at a 30 per cent rate and everything over that at 52 per cent. The idea being studied would raise the point where the 52 per cent rate comes on.

Other proposals being studied, Folsom said, would permit a larger investment loss deduction, ease the penalty tax on surplus accumulation and reduce or eliminate double taxation of dividends.

National Sales Tax Possible

Later in the day, Treasury Secretary George Humphrey told a press conference that the Treasury was considering the possibility of asking for a national sales tax should additional revenue be needed next year. He said there was no decision yet on this point.

He also said that the Administration would not reveal until January how long an extension it wants in the present 30 per cent and 52 per cent corporate rates. These rates are slated to drop to 25 per cent and 47 per cent next April 1, but the President has asked that they be continued.

Mexican Censors

(Continued from page 1)

men, directors and recognized authorities in the various arts, who, it is said, "will work together to give Mexican pictures a decorous place on the cinematographic market and open more foreign doors to them."

During April the board viewed 122 scripts, of which it classified four as suitable for adults only.

N.T. Dividend Set

HOLLYWOOD, May 21.—The board of directors of National Theatres, Inc., today declared a dividend of 15 cents per share on outstanding common stock, payable June 26 to holders of record at the close of business June 10. The directors stated that no policy as to regular dividend has been adopted.

Get the Cerebral Palsy Campaign Trailer at Your N.S.S. Exchange.

IBEW May Strike

(Continued from page 1)

wise immediately, although possible sympathetic action by the IBEW could have that effect.

TOA's Concessions Group Meets June 15

The concessions committee of the Theatre Owners of America will hold a regional meeting here June 15. The National Confectioners Association will be holding its annual convention in New York at the same time and an NCA committee will be assigned to meet with the theatremen to work out mutual problems.

Meanwhile, Leon Levenson, chairman of the TOA committee, reports that the concession exhibit at the November national TOA convention is expected to be the largest in the history of film conventions.

T-H Law

(Continued from page 1)

provisions. At present the law bars payment for services "which are not performed or are not to be performed." The amendment would also make the ban apply to work that is not "relevant or useful."

Other changes would make the non-Communist affidavit provision apply to employers as well as to union officials; permit a union to request the discharge of Communist workers if the union has a valid union shop contract; allow strikers who have been replaced in their jobs to vote in representation elections; allow employers to exercise the right of "free speech" in representation elections; enlarge the membership of the NLRB from five to seven; and abolish the office of the NLRB general counsel and set up a new and independent agency to investigate and prosecute unfair labor practice and other cases.

Canada Business

(Continued from page 1)

the sales organization's sessions. They also spoke at the annual meeting's luncheon to which exhibitors and trade press editors were invited. O'Shea represented A. W. Schwalberg, president of Paramount Film Distributing Corp., who was in Mexico City attending the convention of Variety Clubs International.

Forthcoming product and promotion campaigns were discussed by O'Shea and Pickman, respectively.

Also present at the meeting were Canadian branch managers Russell Simpson, Toronto; William Kelly, Calgary; Thomas F. Dowbiggin, Montreal; P. J. Hogan, St. John; Robert Murphy, Vancouver and Syl Gunn, Winnipeg; also, Win Barron, Paramount's special field representative in Canada.

Motion to Dismiss

(Continued from page 1)

president of Local 306 of the union.

It is charged that projectionists have to spend about one hour in preparation before going on duty. For example, it was stated, if an operator goes on duty officially at 9:00 A.M., he is required to be on hand at 8:00 in order to get film and booth in readiness. It is this hour, for which the operators are not paid, that formed the basis for the action.

Named in the suit and the amount demanded from each were: Radio City Music Hall, Loew's and RKO Service Corp., \$1,000,000 each; Paramount Theatre Corp., \$100,000; Roxy Theatre, \$75,000; Biddle Theatres Corp., \$75,000, and City Entertainment Corp., \$50,000.

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FILMACK

Motion Picture Daily Feature Reviews

"Take Me to Town"

(Continued from page 3)

citizens when she puts on a show to raise money for a new church. She is cleared of the previous crime charge.

There are several good musical numbers, some fancy dancing by the small chorus line at the dance hall, several good fights and plenty of laughs, the latter supplied by the antics of the juvenile trio, and some fine scenic effects.

The story and screenplay by Richard Morris have warmth and charm. Douglas Sirk's direction is sincere and makes the most of the amusing situations. The picture was co-produced by Ross Hunter and Leonard Goldstein.

Others in the cast are Phyllis Stanley, Larry Gates, Forrest Lewis, Ann Tyrell, Dorothy Neumann, Robert Anderson, Lane Chandler and Frank Sully.

Running time, 81 minutes. General audience classification. For June release. AL STEEN

"The Glory Brigade"

(20th Century-Fox)

A GENERALLY satisfactory and honest war drama telling of a small but hazardous mission undertaken by joint Greek and American forces against North Korean and Chinese Communists is the theme of "Glory Brigade." It is highlighted by some of the problems arising out of the international military effort of the United Nations in Korea.

With only Victor Mature's name well-known to the public, the picture may be a little difficult to sell. It is, however, an extremely competent job of movie-making. Its comparatively unknown cast—most of whom seem to be recruits from the New York stage—contains some excellent performers, notably Alexander Scourby as a Greek officer and Richard Egan as a deadpanned American soldier. It also is a technically fine production. The battle scenes and noises give guts and substance to the screenplay by Franklin Coen which, while avoiding many clichés usually found in war dramas, is more noble in intent than it is inventive.

Mature is cast as an American lieutenant whose engineers unit is assigned to ferry a Greek U. N. force across a river into enemy territory to reconnoiter before a big U. N. attack. Since Mature is of Greek descent, it at first seems that friction between the two national groups will be at a minimum.

However, in the first skirmish with the enemy, Mature fails to hear any gun shots from the Greek positions and immediately assumes they have fled without fighting. This sets up a basis for conflict which carries the main story line along, and comes to a climax when the American lieutenant finds the Greeks to be extremely brave warriors who fight best with their silent bayonets in grizzly hand-to-hand combat.

The film ends on a note of increased international cooperation and mutual respect, having had its fair share of suspenseful interludes and bloody brushes with the enemy. Robert D. Webb directed with more understatement than phony heroics; perhaps, however, with just a little too much understatement. William Bloom produced. There are no ladies—not even pin-ups of ladies—in the entire production.

Others in the cast are Lee Marvin, Nick Dennis, Roy Roberts, Alvy Moore, Russell Evans, Henry Kulky, Gregg Martell, Lamont Johnson, Carleton Young, Frank Gerstle, Alberto Morin, George Saris and Stuart Nedd.

Running time, 82 minutes. General audience classification. For July release.

"Double Confession"

(Stratford Pictures)

A MAZE of confusion surrounding the characters in this British film makes it seem far more complex than the story is in actuality. Indeed, the story will sound far more obscure than it is in this telling.

From the moment Derek Farr arrives in Seagate, a seaside resort in England, a number of strange incidents occur. His estranged wife is found dead and a man has fallen or been pushed over a cliff for no apparent reason. Farr goes to see William Hartnell, owner of a fabulous restaurant-nightclub, and tells him he's aware of Hartnell's association with his wife. Farr admits he killed his wife and has a well-thought-out plan to pin the murder on Hartnell. In the interim, Farr has become acquainted with a lovely young lady who is obviously troubled. Fortunately, William Templeton, who wrote the screenplay, from an adaptation by Ralph Keene, did not feel compelled to have her enter the mystery in any other manner than by old-fashioned love interest. The poor thing has quite a problem herself which has absolutely nothing to do with the main story and probably could make a dramatic full-length feature by itself.

At the film's climax, Hartnell's stooge also confesses to the wife's "murder," but as things turn out, neither party did it. She committed suicide! The restaurateur gets his just desserts when it is revealed he pushed the man off the cliff because he was blackmailing him.

"Double Confession" boasts mainly of some very good performances, especially Farr's, and of some splendid atmosphere shots of a day at the beach and at an amusement park.

In fact, director Ken Annakin seemed so engrossed with Seagate, that the main story suffers. As an added attraction, there's Peter Lorre in his first film appearance in some time. Harry Reynolds produced. Others in the cast are Naunton Wayne, Ronald Howard, Kathleen Harrison, Leslie Dwyer, Edward Rigby, George Woodbridge, Henry Edwards, Vida Hope, Esma Cannon, Mona Washbourne, Jennifer Cross and Andrew Leigh.

Running time, 86 minutes. General audience classification. May release.

"Siren of Bagdad"

(Columbia Pictures)

A COLORFUL tale, excitingly told, with a background of Bagdad and its costumes pictorially enhanced by color in Technicolor. It has a gay spirit, much adventure and at times some lively dialogue. The routine aspects of Robert Kent's screenplay are pleasantly balanced by a different approach. Sam Katzman produced and Richard Quine directed, each with a sharp eye focused on the box-office.

The Great Kazah is Paul Heinreid, a handsome magician who heads a troupe of girls and acrobats doing a road show in Arabia until a brigade of the Sultan's bandits swoops down on the troupe and steals the pretty gals. It then becomes the task of Henreid to retrieve them. But that is not easy, even for Henreid with all of his bundle of magic. For one thing, the sultan, Charlie Lung, is a man simple in mind, but strong in his partiality to pretty girls. Through his magic Henreid comes close to rescuing the girls but fails.

Thereupon he meets Patricia Medina, the daughter of the wrongly deposed sultan. With her he conspires to right many wrongs. Among the events that follow is the pose of Miss Medina as a princess who is supposed to marry Lung. The ruse is exposed and things look bad all around for both Miss Medina and Henreid. There is more action, swordplay, and magic, after which the real sultan ascends to his throne and romance flowers.

Others in the cast are Laurette Luez, Anne Dore, George Keymas, Vivian Mason, Michael Fox, Karl Davis and Carl Millette.

Running time, 72 minutes. General audience classification. For June release.

"Roar of the Crowd"

(Allied Artists)

Hollywood, May 21

HOWARD DUFF, whose radio popularity as Sam Spade still runs in his favor, is the top name for billing in this production, although Harry Shannon and Minor Watson give it the ring of reality. Duff portrays a racing car driver who can't quit. The role is pitched directly at race fans. An even more direct appeal to that segment of the public has been made by producer Richard Heermance who put famous drivers into the picture, such as Johnnie Parsons, Henry Banks, Duke Nalon and Manuel Ayulo.

The production, directed by William Beaudine, from a script by Charles R. Marion, based on a story by Marion and Robert Abel, is processed in Cinecolor, which is especially advantageous in the extensive footage devoted to auto-racing itself, many of these sequences being dramatically interesting in their own right.

The story, which has no heavies in it, opens with Duff, son of veteran race driver Shannon, working his way up in racing although urged by his sweetheart, Helene Stanley, to give up the track if he intends to marry her. Finally he persuades her to marry him on his promise that he will quit racing after going once in the Indianapolis 500-miler, but he gets a leg injured in a lesser race and goes to work as a spark-plug salesman to earn a living. Proving a failure at selling, his wife switches her attitude, fixes it for him to enter the 500-miler, and they all seem very happy when he finishes ninth in the event.

Others in the cast are Dave Dillock, Louise Arthur, Don Haggerty, Edna Holland, Ray Walker, Paul Bryar.

Running time, 71 minutes. General audience classification. Release date, May 31.

"Goldtown Ghost Riders"

(Columbia)

GENE AUTRY westerns usually have strong drawing power and "Goldtown Ghost Riders" has all of the necessary fan-pleasing ingredients. However, the plot in this one appears to be somewhat cluttered and a flashback of considerable length is necessary to delineate the story.

Autry is a cattle rancher and a judge, and with the aid of rotund comic Smiley Burnette, he sets out to clean up the usual skullduggery. The slight feminine role is carried by Gail Davis.

Action begins when the crooked boss of Goldtown is shot down by his former partner, Kirk Riley, who contends that he cannot be punished for the crime since he has already served a jail sentence for the same crime. It develops that the Goldtown boss was not murdered originally but merely pretended to be, all the better to carry on his nefarious work. Furthermore he allowed Riley to go to prison for the imaginary crime. As the story proceeds there is a lot of villainy and gunplay as attempts by the murdered man's gang to kill Riley continue. In time, Autry cleans up the entire mess. In between he sings a few songs.

Armand Schaefer produced and George Archainbaud directed from a screenplay by Gerald Geraghty.

Others in the cast are Carleton Young, Neyle Morrow, Denver Pyle, Steve Conte and John Doucette.

Running time, 57 minutes. General audience classification. May release.

Carter in Holmden Post

CLEVELAND, May 21.—Perry L. Carter, president of Local No. 160, IATSE, has been named business manager of the local. He succeeds Harlan Holmden, who now is assistant to Richard Walsh, "IA" president.

S. J. Strauss, 26

DENVER, May 21.—Stanley J. Strauss, 26, RKO Radio salesman, was killed in an auto accident on Sunday. Strauss, born in Denver, was formerly manager of the Rialto here.

FIRST
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NEWS

MOTION PICTURE DAILY

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VOL. 73. NO. 100

NEW YORK, U. S. A., MONDAY, MAY 25, 1953

TEN CENTS

Wide-Angle Lens Outlined By Paramount

*Is Broader Than Any
Except Cinerama Setup*

HOLLYWOOD, May 24.—Successful testing of a wide-angle lens giving 74-degree exposure, which is wider than any contemporary lens system except Cinerama's three-camera setup, was announced over the weekend by Paramount's Loren L. Ryder.

The lens, bearing the name Hogue-Leigh Lens, photographs directly on 35mm film and requires no supplemental equipment on camera or projector. Most cameras in regular use cover 49 degrees.

Ryder also disclosed that studio re-

(Continued on page 7)

Variety Internat'l Re-Elects Beresin

MEXICO CITY, May 24.—Delegates to the Variety Clubs International convention held here on Friday re-elected Jack Beresin by acclamation. Other officers named were: George Hoover, vice-president; Murray Weiss, 2nd vice-president; George Eby, secretary; Jack Chishol, treasurer.

(Continued on page 7)

Set SBC Hearings Late This Week

Washington, May 24.—The Senate Small Business subcommittee investigating film industry trade practices hopes to wind up its hearings late this week.

Committee officials have tentatively scheduled hearings for Thursday and Friday. The tentative plan is for Paramount vice-president and general counsel Austin C. Keough to testify Thursday, followed by spokesmen for the Federal Trade Commission. On Friday, Justice Department officials are expected to conclude the hearings.

A final decision on the schedule will be made tomorrow morning following a conference between Justice and committee officials.

Houston, Milwaukee Tents Share V.C. 'Heart Awards'

MEXICO CITY, May 24.—Two tents of Variety Clubs International shared the annual "Heart Award" this year. The citation is given to the tent which, in the opinion of a panel of judges, did the most outstanding charitable work during the 12-month period preceding the annual convention. This year the honor was split between Houston's Tent No. 34 and Milwaukee's Tent No. 14.

Houston was cited for its "guidance of thousands of youths towards healthy daily life, finer values and eventual good citizenship." The Milwaukee tent was chosen for its association with the Marquette University Medical School in combatting heart disease and "prolonging and saving lives." The awards were received from chief barker Jack Beresin by Fred Nahas of Houston and Hugo Vogel of Milwaukee.

The judges committee, which announced its selections at the close of the club's annual convention here, con-

(Continued on page 7)

Mixed Reaction To Pickus' New 'Amp-O-Vision'

By AL STEEN

Mixed reactions greeted Albert Pickus' "homemade" wide-screen process at his Stratford Theatre, Stratford, Conn., at the weekend. Technical men who traveled from both New York and New Haven were inclined to be cool toward his Amp-O-Vision, although audience reaction as well as some non-technical industry people expressed the opinion that, after some adjustments, the setup might be "a poor man's Cinerama."

In any event, Pickus said that the process would be a permanent exhibition policy at his house and that he had no intention of switching back to the conventional size screen. His aspect ratio is three-to-five, or a screen size of approximately 30 by 18 feet.

Pickus said the entire project cost him about \$8,000, but that such a figure would not be a criterion because he had to do considerable re-

(Continued on page 7)

250 at Annual UJA Luncheon Tomorrow

Two hundred and fifty are expected to attend the annual luncheon for the United Jewish Appeal of the Amusements Division tomorrow at New York's Hotel Plaza. The luncheon is a testimonial in honor of S. H. Fabian and Samuel Rosen, of Fabian Theatres and Stanley Warner.

Motion picture companies, recording companies, exhibitors, foreign distributors, legitimate theatres, laboratories, exchanges and other branches of amusements are behind the current drive for \$750,000. Chairman of the overall amusements campaign is Adolph O. Schimel.

Guest speakers at the luncheon will be Eric Johnston, president of the Motion Picture Association of America, and Dr. Joseph Schwartz, director general, on leave, of worldwide activities of the Joint Distribution Committee.

Doob Transferred to Loew's Distribution

In line with M-G-M's plan to intensify and broaden specialized pre-selling of important pictures, Howard Dietz, Loew's-M-G-M vice-president, has arranged with Joseph R. Vogel, vice-president in charge of Loew's Theatres, for the transfer of Oscar Doob from the theatre to the distribution department. The annexation of Doob rounds out the executive promotional staff of M-G-M with Silas F. Seadler as director of advertising, Dan Terrell as director of publicity, and Emery Austin as director of exploitation, the company said. Doob has been a general executive with the theatre company.

Doob will leave here for the Coast

(Continued on page 7)

Plans Progress for Lodge Golf Tourney

Plans are about set for the second annual film industry golf tournament to be sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, New York, on Thursday, June 11, it was announced over the weekend by Burton E. Robbins, president of Cinema Lodge.

"The traditional annual film industry golf tournaments of the past which were revived last year by Cinema Lodge as a means of bringing indus-

(Continued on page 7)

Standardized Stereo Sound Seen in Offing

*20th-Fox System Wins
SMPTE Group's Favor*

By MURRAY HOROWITZ

A big step forward in the standardization of stereophonic sound systems along the lines proposed by 20th Century-Fox appears to be in the offing, a spokesman for the Society of Motion Picture Theatre and Television Engineers disclosed here at the weekend.

The process of the four-track stereophonic sound and picture on the same film, first announced by 20th-Fox in connection with CinemaScope system, seems to have won the favor of the SMPTE's sound committee, it was stated. Considering the limitations of the present 35mm. film, an SMPTE spokesman explained, there are not very many other possibilities if sound and the picture are to be included on the same film.

The present stereophonic sound processes, which feature a separate

(Continued on page 7)

To Show Magna in June to Directors

Private demonstrations of the new Magna 65mm. wide-screen process will be held in Buffalo, June 8-15, for directors of the Magna Theatre Corp. and other officials, Mike Todd, Magna director, disclosed here at the weekend.

Todd made the disclosure following

(Continued on page 7)

J.L. and Mrs. Warner White House Guests

Washington, May 24.—Jack L. Warner, executive producer of Warner Brothers, and Mrs. Warner were the guests of President Eisenhower at the White House on Friday. Friday night Warner attended the annual dinner of the White House Press Photographers Association. The couple left here for New York yesterday.

Personal Mention

BARNEY BALABAN, president of Paramount Pictures, is scheduled to return by plane to New York from Europe on Wednesday.

ADOLPH ZUKOR, Paramount board chairman; **RUSSELL HOLMAN**, eastern production manager; **LOUIS NOVINS**, assistant to **BARNEY BALABAN**, president of Paramount, and **HILLER INNES**, aide to Holman, returned to New York Saturday from Washington.

E. K. (TED) O'SHEA, vice-president of Paramount Film Distributing, and **OSCAR MORGAN**, short subjects sales manager, for Paramount, will return to New York today from Toronto.

STEVE BROIDY, president of Allied Artists, is in New York enroute from Miami to Hollywood. **ED MOREY** and **MOREY GOLDSTEIN**, vice-presidents, arrived here Friday from the A. A. Miami convention.

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's, and **ARCHIE WELTMAN** of the company's legal department will return here today from Miami.

JAMES R. GRAINGER, president of RKO, and **CHARLES BOASBERG**, general sales manager, left here by plane yesterday for Hollywood. They are due back in New York on Thursday.

BLANCHE LIVINGSTON, in charge of publicity for RKO's out-of-town theatres, sails tomorrow aboard the *Queen Elizabeth* for the Coronation and a trip through England and Scotland.

AL FISHER, head of the tax department for Loew's International Corp., is back in New York following a one-month trip to the Far East.

MURRAY SILVERSTONE, president of 20th Century-Fox's International Corp. will leave here for Rome today by plane.

BERNARD M. KAMBER, national sales and promotion representative for Ivan Tors Productions, flew to the West Coast yesterday from New York.

JOEL BEZAHLE of the M-G-M sales department will leave here today for Dallas.

MRS. CARL PERUTZ, of the Margaret Ettinger New York office, on Thursday gave birth to a boy at St. Vincent's Hospital.

RUBE JACKTER, Columbia's assistant general sales manager, will spend today and tomorrow in Boston.

PAUL JONES, producer, and **NORMAN TAUROG**, director, will arrive in New York today from Hollywood.

JEROME EVENS, Universal exploiter will leave here today for Rosebud, S. D.

Jet Planes May Fly Newsreels Of Coronation to America

Jet planes may be utilized by American newsreel companies to speed the delivery of Coronation prints from Britain, it was learned here yesterday. The use of jet planes, according to a spokesman for the newsreel companies, is one of a number of alternative proposals being considered for print delivery of the June 2 Coronation of Queen Elizabeth.

All newsreel companies plan to devote the major portion of the reel, or the entire reel, to the event, depending upon the pictures received. Most newsreel companies will have their British and European cameramen covering the Coronation and while some scenes of the ceremonies will be pooled among all companies, other scenes will be filmed separately.

Lining up in the endeavor to get

the prints processed quickly are Movietone News, News of the Day, Universal, Paramount, and Warner Pathe. The problem of utilizing a British jet air service, according to one newsreel man, is that the jet plane has a stop-over in Labrador, which, in turn, poses the problem of getting speedy delivery to New York from there. There is a section of opinion that a regular commercial airliner from Britain to New York might be fastest. Under optimum conditions, the companies hope to have the newsreels in New York the Tuesday night of the ceremonies and with the laboratories standing by for processing, the prints could be delivered early Wednesday. This schedule, it was pointed out, may be a bit too close and a delay of a day may result.

Set TOA Conclave Plans Tomorrow

Committee chairmen of the Theatre Owners of America's 1953 convention and trade show will meet in Chicago tomorrow to make preliminary plans and to consolidate activities with the Chicago staff. Sessions will be conducted by David Wallerstein, convention chairman. TOA president Alfred Starr will be present.

Leaving New York today for the meetings will be Chick Lewis, convention and trade show director; Howard Bryant, administrative director, and Dick Pitts, director of public relations.

The convention and trade show will be held at the Conrad Hilton Hotel in Chicago on Nov. 1-8.

U.K. Actors Ask Pay For Films on TV

LONDON, May 24.—The Council of British Actors Equity advised all film artists at their annual meeting here to boycott contracts which do not provide for extra pay when the film is shown in a second medium, such as TV.

"If film producers maintain their refusal to agree to the inclusion of such a clause in artists' contracts the Council should instruct all members to refuse to accept contracts which do not contain this clause from a date to be fixed," a resolution adopted by the Council said.

Brackett Reelected Academy President

HOLLYWOOD, May 24.—Charles Brackett has been reelected president of the Academy of Motion Picture Arts & Sciences for a fifth consecutive term.

Other officers elected are: Johnny Green and Samuel G. Engel, vice-presidents; Fred L. Metzler, treasurer; Jacob H. Karp, assistant treasurer; Edward P. Powell, secretary; Frederick Y. Smith, assistant secretary. Mrs. Margaret Herrick was reelected executive secretary and Loyd Wright was retained as counsel.

Repub. Sales Heads On Southern Tour

C. Bruce Newbery, Republic director of sales; Neil Agnew, recently appointed special assistant to company president Herbert J. Yates, and Southern district sales manager Walter L. Titus, Jr., left here yesterday for Dallas, first stopover on a branch tour which will take them to Memphis, New Orleans, Atlanta, and Charlotte prior to their return to New York on June 5.

Newbery will meet exhibitors in the Southern territory and will meet with Republic branch managers in those cities.

Kerman Presides at Favorite Meeting

Favorite Attractions, Inc., will hold its first Midwest sales convention tomorrow and Wednesday at the Ambassador East Hotel in Chicago. Moe Kerman, president of Favorite, will preside.

The meeting was called to set a release schedule and booking policies for the films recently acquired from the Bank of America.

Gallo's Father Dies

CHICAGO, May 24.—Joseph Gallo, father of Ray Gallo, equipment advertising manager of Quigley Publications, died Friday in Chicago at the age of 85.

N.W. Tournament Aug. 7

MINNEAPOLIS, May 24.—The annual golf tournament of the Northwest Variety Club will be held on Friday, Aug. 7, at the Brookside Country Club. Gil Nathanson is chairman.

'Jury' Premiere July 24

"I, the Jury," in three-dimension, will have its world premiere at the Chicago Theatre in Chicago on July 24.

NEWS in Brief . . .

Columbia's home office reports that its first 3-D feature, "Man in the Dark," grossed in excess of \$1,100,000 in its first five weeks of domestic release.

"Man in the Dark" started off with three weeks at the Globe in New York. It scored four weeks day-and-date at the United Artists, Los Angeles, and the Hawaii, Hollywood. Among theatres calling for extra time were the Rivoli, Long Beach, Cal.; Newport and Colley, Norfolk, Va.; Fox, San Bernardino; Keith, Baltimore; Pilgrim, Boston; Bijou, Springfield, Mass.; Esquire, Stockton, Cal.; Center, Fall River; T and D Oakland, and the Berkeley, Berkeley, Cal.

Meanwhile, Columbia reports that its "Salome," in its first 80 dates, has grossed \$2,100,000. The company stated that only one other film in its history, "The Jolson Story," hit such a record gross during its first 80 runs.

DENVER, May 24.—Hall Baetz, since 1949 Denver manager for Fox Inter-Mountain Theatres, has resigned and will leave next month for Seattle where he will be general manager for the 40 Sterling Theatres in Washington and Oregon.

Baetz started in the theatre business in 1918, going to work for Charles Skouras at the Pageant, St. Louis.

WASHINGTON, May 24.—A hearing has been set for June 10 before the New York Statutory Court on a motion by RKO Theatres for a two-year extension of the deadline for selling two downtown theatres in Cincinnati, the Capitol and the Shubert. The present deadline is June 1.

RKO sold the two theatres once, but then had to take them back. Since then, it has been agreed several times to extend the deadline, but the Justice Department and RKO could not reach an agreement on the length of extension.

Fortunat Baronat, director of publicity for Universal International, foreign subsidiary of Universal, left New York over the weekend for Rome to supervise arrangements for the company's European sales convention, June 6-8. Some of UI's top executives will attend, headed by Milton R. Rackmil, president; Alfred E. Daff, executive vice-president, and Americo Aboaf, vice-president.

Following the convention, Baronat will go to France, Belgium, England and Germany for meetings with Universal publicity chiefs and newspaper and magazine editors on promotion plans.

CHICAGO, May 24.—The 2995-seat Balaban and Katz Tower on the South Side here will close Thursday, May 28, it was revealed here today. Whether the closing will be permanent or temporary has not been decided as yet.

EVERY RECORD
SHATTERED
IN EVERY
ENGAGEMENT!!

YOUR BIGGEST
MONEY-MAKER
OF THE YEAR!

MOULIN ROUGE



thru *UA*



The Most Startling And Daring Love

MOULIN ROUGE



Story Ever Told!

Reviews that mean **TREMENDOUS BOXOFFICE!**

"A very great picture!" —*Louella Parsons*

"One of the best!" —*Time Magazine*

"High spot of the year! Film making at brilliant best!" —*Film Daily*

"Exceptional! Starts the new movie year off in rousing fashion!" —*Los Angeles Mirror*

"There is no picture with which this can be compared!" —*Los Angeles Times*

"Nabs Academy spotlight!" —*Los Angeles Herald Express*

"Strong contender for an Academy Award!" —*Showmen's Trade Review*

"Should prove a bonanza!" —*Boxoffice*

"Must rank as one of the memorable pictures of many a season!"

—*Motion Picture Herald*

"The kind of film that few will want to miss!" —*Exhibitor*

"Huston's direction, Ferrer's portrayal tops!" —*Hollywood Reporter*

"Strong commercial values in title, subject matter and locale!" —*Daily Variety*

"This is a picture which is among the best of the year! Electrifies the screen!" —*M. P. Daily*

"Standout all the way!" —*Variety*



with
ZSA ZSA GABOR · SUZANNE FLON

and introducing
**COLETTE
MARCHAND**

A ROMULUS PRODUCTION • Directed by **JOHN HUSTON**
From the novel "MOULIN ROUGE" by **PIERRE LA MURE**
Screenplay by Anthony Veiller and John Huston

A GREAT BIG ONE thru UA

Variety Int'l

(Continued from page 1)

and William McCraw, executive director.

Dallas, Tex., was chosen as the site for the 1954 convention.

In an address delivered at the convention, Robert J. O'Donnell warned against the watching of 3-D without the proper viewers.

Stating that he had learned from an "authoritative source" that a major company had perfected three-dimensional pictures without the use of glasses, O'Donnell declared that despite this he had been advised by several optical specialists that true 3-D cannot be achieved without viewers.

The vice-president and general manager of the Texas Interstate circuit said that many confusing and conflicting statements had been made concerning the technical aspects of three-dimensional pictures and that he did not want to add to the confusion.

Wants "Open, Flexible" Minds

"I want to urge all exhibitors not to get married to any idea or plan," O'Donnell said. "Let's keep our minds open and flexible. During this exciting period of three-dimension and all of its ramifications, no word is more important than flexibility. Let's not try to tell our producers how to make pictures, and let's let the play be the deciding factor. If the story lends itself to 2-D, 3-D, CinemaScope, stereophonic sound, wide screens, etc., let's let the producer in his good judgment decide on the use of the gimmick, if necessary. We do not tell the producer when to use color. The story is still the most important thing to consider. Above all else, let's give the public solid entertainment."

O'Donnell said that in Texas an organization had been formed to perfect an "unusual package" which will consist of an all-purpose screen, projection and sound equipment and sound amplification to handle all types of pictures. It is not an impossibility, he said, that this package can be sold for \$5,000 or less, if this technical group is successful in its present plans.

Doob Transfer

(Continued from page 1)

shortly to acquaint himself with the wide-screen process developed by M-G-M engineers. He will also be briefed on promotional plans developed by Howard Strickling and his studio publicity staff.

Doob will play a prominent part in the launching of such attractions as "Julius Caesar," "The Band Wagon," "Mogambo," "Kiss Me Kate" and "Take the High Ground!" He will immediately begin work on the promotion of M-G-M's first 3-D picture "Arena." His headquarters will be at the home office.

New 20th Managers In Toronto, Winnipeg

Two changes in 20th Century-Fox's sales personnel in Canada move Vic Beattie to the management of the Toronto exchange on June 1, succeeding Philip Sherman, who has resigned, and Bob Cringan, salesman in the Winnipeg exchange, to the management of the Calgary branch. Beattie is now manager in Calgary.

Review

"Perilous Journey"

(Republic)

THIS standard action romance is laid in the middle of the last century and set principally in gold-hungry, almost womanless Sacramento, Cal. The cast is headed by Vera Ralston, Scott Brady and David Brian. Although the action is of the rough-and-tumble variety, it is sporadic and follows the dictates of the script which includes more talk than is necessary and is never certain just where it is going.

The film opens aboard a schooner captained by gin-drinking but pious Charles Winninger, who is ferrying a load of young women from New York to California where they hope to find husbands. Included in the cargo is Miss Ralston who is out to find a husband she already has, a husband who deserted her some years back to make his fortune in the West.

After a brief stopover in Panama, where Miss Ralston misses seeing her no-good spouse by a matter of minutes, the girls arrive in Sacramento. Here Miss Ralston catches the eye of Brian, a notorious cafe owner, land-grabber and what-not, as well as the fancy of Brady, a nonchalant Texan looking for gold and revenge on Brian. The quadrangle is resolved when her husband shows up in Sacramento only to be murdered by Brian, who, in turn, is killed by Brady in a duel, leaving Miss Ralston and Brady to start life anew, presumably financed by Brian's ill-gotten wealth.

In support are Virginia Grey and Eileen Christy as two of the young ladies who sailed West to make their fortune. Also Hope Emerson, as their high-minded chaperone who eventually succumbs to the romantic blandishments of Winninger, and Leif Erickson as Miss Ralston's first and, ultimately, late husband. All do well considering the quality of the story material.

Three songs turn up in the course of events: "On the Rue de la Paix," "Bon Soir" and "California." William J. O'Sullivan was associate producer, R. G. Springsteen directed, and Richard Wormser wrote the screenplay, based on a novel by Vingie Roe.

Others in the cast are Veda Ann Borg, Ian MacDonald, Dorothy Ford, Ben Cooper, Kathleen Freeman, Barbara Hayden, Paul Fierro, Angela Greene, John Dierkes and Fred Graham.

Running time, 90 minutes. General audience classification.

To Show Magna

(Continued from page 1)

his return to New York from a tour of American Optical plant facilities in Buffalo and South Bridge, Mass. The equipment for the Magna system will be manufactured by the American Optical Corp. He was accompanied on the tour by George Skouras, head of United Artists Theatre Circuit, and president of the Todd-AO Corp., and Joseph M. Schenck, Magna director. On their return to New York, the three conferred on policy matters.

Todd said that scenes for the demonstration are currently being shot in the East. He added that no date has been set for a press demonstration. Todd stated that Magna production of its first feature will probably get under way in Hollywood this summer and it may be "Oklahoma!" in color. Schenck was slated to leave here for the Coast at the weekend.

Paramount Lens

(Continued from page 1)

search has discovered that disparity between projector framing device and shutter is responsible for eye-strain sometimes caused by 3-D. The studio is preparing free booklets for projectionists telling how complete shutter synchronization may be accomplished.

Monogram Dividend Set

The board of directors of Monogram Pictures Corporation has voted a 10 per cent stock dividend payable July 10 to stockholders of record as of July 1.

Charles Trinker Killed

IRENE, S. D., May 24.—Charles Trinker, 19, operator of the local theatre, died following a car collision near Yankton, S. D.

Stereo Sound

(Continued from page 1)

sound track on a different film and which utilizes a sound reproducer, was labelled "an interim" method by the SMPTE spokesman. He said major studio representatives on the sound committee agree to the necessity of having one film include the picture and the stereophonic sound. He saw refinements being adopted as time progresses by 20th-Fox and other studios, but the broad principles of the sound system now advocated by 20th-Fox would be followed. The SMPTE spokesman added that it was his belief that stereophonic sound will be a virtual necessity with all wide-screen presentations.

Sprocket Holes Are Narrower

Principally, the 20th-Fox system calls for narrower sprocket holes in the film, the application of magnetic tracks to the film, studio recording on four tracks, the use of standard projectors with changes in sprockets and the addition of a magnetic reproducer. With these changes in the projector, it can be used either for regular or stereophonic sound films, it was stated.

V.C. "Heart Awards"

(Continued from page 1)

sisted by Hye Bossin, Canadian trade paper editor; Herbert Kohn of Memphis; Peter Mole, past president of the Society of Motion Picture and Television Engineers, and Rodrigo de Llano, editor of the *Mexico City Excelsior*.

Nathan Golden, chairman of the international heart committee, revealed that the international clubs spent more than \$2,100,000 to aid underprivileged and handicapped children during last year and that since the clubs' inception, approximately \$25,000,000 had been spent in various charitable endeavors throughout the world.

Big Chicago Takes For 3-D Features

CHICAGO, May 24.—Chicago, at least for the present, is buying 3-D in a big way. "Man in the Dark" wound up an excellent two-week first run at the McVickers and "House of Wax," in its first outlying runs, drew high exhibitor praise. The Twin and Morton Grove drive-ins are holding "House of Wax" for a second week and playing the Marciano-Walcott 3-D fight film as an added attraction—although the fight film has been disappointing in its first Chicago run at the Monroc, which is pulling it Tuesday, May 26, moving up the opening of "O.K. Nero," which originally was scheduled to open May 28.

Elsewhere on the Chicago scene, Van Heflin and juvenile star Brandon De Wilde (and possibly director George Stevens) are expected here for pre-opening promotion ahead of the midwest premiere of "Shane," which opens on the wide-screen, with stereophonic sound, at the B. & K. State Lake on Wednesday, May 27.

Tickets for a special benefit showing June 11 at the Carnegie Theatre of the Coronation film (scheduled to open at the Telenews June 12 for its first run here) are going so well that the English Speaking Union, sponsor of the benefit, has scheduled an extra showing the night of the 11th in order to fill all ticket orders.

Amp-O-Vision

(Continued from page 1)

search as well as conversions that would not be necessary in most theatres of 500 seats. The setup, according to Pickus, is merely a wide curved screen, a shorter focal length lens and some additional motors. Aspect ratios of any size can be obtained, he said, for any standard film. He opened his new policy with "Moulin Rouge," which, he said, was not the best choice because of the hazy scenes in some of the early sequences. He expects to get a better reaction with "Small Town Girl," his next attraction.

Pickus, who is secretary of the Theatre Owners of America, said "Moulin Rouge" went on "cold" without a "rehearsal." Any defects that might have been noticeable can be corrected, he declared. Pickus said he was neither an engineer nor a technician and that he just went ahead with an idea.

There are no immediate plans for putting Amp-O-Vision on the market. He indicated, however, that any exhibitor can make his own wide-screen process by applying a "little common sense."

Plans Progress

(Continued from page 1)

tryites of all faiths together for a day of good fellowship and sport, is being continued this year in the nature of a command performance as a result of the success of last year's tournament which was held at the same club," according to the Lodge.

Prizes will be awarded for the lowest net score; the lowest gross score; the low net runner-up; the low gross runner-up; putting; the longest drive; a hole-in-one; birdies; an exhibitor kicker's handicap, and other features. Harold Rinzler of Randforce Circuit and Marvin Kirsch of *Radio Daily* have been named co-chairmen.

OASIS

If you feel *lost* in the desert of today's high prices . . . *surrounded* by increased costs that are sweating the profits out of your business . . . here's the reason.

The Bureau of Labor Statistics records a *whopping* 90.8% leap in your cost of living from 1939 to 1952. The Exhibitors Digest reports a 98.9% *upward spurt* in the cost of your theatre equipment and supplies from 1940 to 1952.

But . . . you'll find an OASIS in this desert of increased expenses when you compare the *negligible* increase, IF ANY, you've received from NSS during these same years of spiraling costs.

COMPARE all your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

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VOL. 73. NO. 101

NEW YORK, U. S. A., TUESDAY, MAY 26, 1953

TEN CENTS

License Fees to Be Challenged By the IMPDA

Claims It Is an Illegal Tax; Will Seek Recovery

Motion picture license fees now collected by various states and localities are unconstitutional taxes, in the opinion of the newly-formed Independent Motion Picture Distributors Association of America, which will challenge the right to impose such fees or taxes. The association, it was disclosed yesterday, will advise its members to pay all such license fees, whether state or local, under protest. Actions to recover these fees will be instituted later, according to Ephraim S. London, counsel for the IMPDA.

The move to resort to such action was decided at a meeting of the association's board of

(Continued on page 6)

Claim Color 3-D On One Strip of Film

DAVENPORT, Ia., May 25.—A process which, it is claimed, photographs and projects 3-D pictures in color on one black-and-white film strip will be demonstrated here next Sunday in the Palmer School Auditorium. Known as Stereocolor, the process is reported to include features other than the combining of three dimension and natural color. According to a statement by Col. B. J. Palmer, who helped to finance the development, Stereocolor "attacks the illumination problem which is acute, following the advent

(Continued on page 4)

Survey Theatres on Screen Size Limits

The results of a nationwide theatre survey, designed to learn the physical limitations of screen size, will be disclosed here this week, probably today, by the Society of Motion Picture Theatre and Television Engineers.

The compilation of forms from a representative number of theatres across the country is now under way. The results will be widely distributed in light of the controversy over competing wide screen ratios.

'Bess' Bows on Metro's Wide-Screen in London

By PETER BURNUP

LONDON, May 25.—"Young Bess" is playing here on the Metro's panoramic screen, said to be the largest in Europe. The screen made its debut Friday night to an audience that included exhibitors from all parts of the country and technical experts. It measures 53 feet wide and 27 feet high and had been sprayed with 800 pounds of aluminum paint. The stereophonic sound system called for three magnetically recorded sound tracks feeding through three separate speaker assemblies behind the screen to the right, center and left. No speakers were used during the showing in the auditorium.

20th Will Release Nine Pictures in July and August

Twentieth Century-Fox will place nine pictures in release during July and August, according to a revised schedule issued here yesterday. Three of the pictures are in color by Technicolor, one in 3-D, in addition to Technicolor, and two are reissues.

July attractions are "White Witch

(Continued on page 6)

Smith Resigns as Cinerama's 'V-P'

The resignation of Frank M. Smith as vice-president of Cinerama Productions Corp. was announced here yesterday by Dudley Roberts, Jr., president, in the midst of continued

(Continued on page 6)

Business Receipts Tax in Michigan

LANSING, Mich., May 25.—A new business receipts tax, expected to produce between \$32,000,000 and \$45,000,000 in additional annual revenue, was given final passage by the Michigan

(Continued on page 5)

London Film Trade Set For Coronation Day

LONDON, May 25.—With this old town gaily decorated and day-and-night-long crowds milling in the West End's streets, the film trade has completed its Coronation Day plans.

Most theatres will be closed on "The Day," until next Tuesday, around 4:30 P.M., but certain houses are giving big-screen TV shows throughout the day. These include four J. Arthur Rank key houses, the Leicester Square Odeon and at Doncaster, Manchester and Leeds; Paramount's Plaza and ABC's Hammer-smith Commodore. There will be no paying audiences at the four Rank houses. Invitations have gone out to old-age pensioners, school children and the like. ABC's Commodore likewise will have an invited audience to watch the show on what is claimed to be the world's largest TV screen. It measures 22½ feet by 16½ feet.

M-G-M is staging a Coronation Eve midnight matinee at its Leicester Square Empire. The program will

consist of the Cannes Festival winner, "Lili," and the new June Allyson-Van Johnson picture, "Remains to Be Seen." The idea is to cater to people assembling throughout the night for the Queen's Procession. Refreshments will be served to the customers in their seats. The theatre will open for its matinee at 11:15 P.M. and close at 4:00 A.M. on Coronation Day.

(Continued on page 5)

Right to Refuse Product To Go To High Court

Supreme Court Agrees Also to Hear F & M Case

By J. A. OTTEN

WASHINGTON, May 25. — The U. S. Supreme Court today agreed to hear arguments and decide on two industry trade practice cases, one, the so-called Crest Theatre case, involving the question of whether film distributors have the right to refuse to license first-run pictures to neighborhood theatres. The other case is a Fanchon and Marco damage suit against Paramount, involving a theatre in Los Angeles leased from Paramount by F. and M.'s Partmar Corp. Neither case will be heard until the fall, after the court returns from its imminent summer recess. The court will resume hearing arguments on accepted cases sometime in October.

At the same time that the high court took these two cases, it refused

(Continued on page 2)

Allied Has No Deal On Ballantyne Unit

Allied has no "personal" interest, directly or indirectly, in the Ballantyne Company's equipment package except to have been instrumental in making a compatible system available at a minimum cost to all exhibitors, Wilbur Snaper, Allied president, said here yesterday. Snaper's statement was in reply to some industry comments to the effect that Allied was "tied up" some way in the deal.

Snaper said that Allied was interested only in enabling exhibitors to meet the situation created by the new

(Continued on page 4)

SBC Hearings Now Set for Thursday

Washington, May 25. — Resumption of the Senate Small Business sub-committee hearings on film industry trade practices is now definitely set for Thursday.

Paramount vice-president and general counsel Austin C. Keough will open the Thursday session, to be followed on the same day by Federal Trade Commission chairman Edward F. Howrey.

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting - Paramount Theatres, and SIMON B. SIEGAL, treasurer are back in New York following a visit to Detroit.

WILMA TOTTEN of the Managers' Round Table department of *Motion Picture Herald*, became a grand mother on Sunday with the birth of a son, RUSSELL ROY, to her daughter and son-in-law, Mr. and Mrs. ARTHUR E. ANDERSON, at the Bethany Deaconess Hospital in Ridgewood, Brooklyn.

MRS. JAMES R. NAIRN, wife of the publicity-advertising director of Famous Players Canadian Corp., has been reelected president of the Canadian Women's Press Club, Toronto.

ALBERT DEZEL, distributor of Lip-pert pictures in Chicago and Detroit and operator of the Coronet Theatre, Detroit, is flying to London for the Coronation.

JOHN C. FLINN, Allied Artists advertising-publicity director, is here from Miami and will leave tomorrow with president STEVE BROIDY for the Coast.

LOUIS FIELD, poster art director for M-G-M, became a grandfather last week when the wife of his son, ROBERT, gave birth to a girl.

JEANNETTE MACDONALD on Saturday will receive the degree of Doctor of Music from Ithaca College at Ithaca, N. Y.

FRED SCHMUFF, manager of the State Theatre, Baltimore, made his first plane flight last week on a trip to Detroit.

D. POLLOCK, manager of the South Africa branch of the Westrex Company, East is now en route to Johannesburg.

JULES K. LINDENBERG has been elected vice-president in charge of personnel of Willmark Service System.

SAM HARRIS, partner in the State Theatre, Hartford, and Mrs. HARRIS are enroute to Europe for a vacation.

RENZO RUFINI, general manager of Italian Films Export, left New York by plane over the weekend for Italy.

JULES LEVEY, producer, will leave New York June 3 for Europe on the S.S. *Liberte*.

JOEL BEZAHLE, of the M-G-M sales department, is spending a week in Dallas.

RICHARD BROOKS, M-G-M director, left London yesterday by plane for Naples.

JOE PASTERNAK stopped off in Toronto on his way to Europe.

Right to Refuse Product

(Continued from page 1)

to hear an appeal in a third industry case, involving Fanchon and Marco's Baldwin Theatre in Los Angeles.

In none of the three actions did the court give any reason for its decision, merely noting the actions on a long list of orders handed down at the end of the noon decision session.

In the Crest case, Theatre Enterprises, Inc., proprietor of the Crest Theatre in Baltimore, is asking the high court to reverse a ruling of the Fourth Circuit Court of Appeals. The appeals court held that the defendants, eight major distributors, had not violated the anti-trust laws by refusing to grant first-run films to the Crest.

The Crest seeks injunctive relief and monetary damages. According to Theatre Enterprises, the distributors admitted that the Crest would have been entitled to first-run films if it were in downtown Baltimore, but that it was a uniform distributor policy to deny first-run films to neighborhood theatres.

In the Partmar case, Partmar and Fanchon and Marco are seeking to

reverse a Ninth Circuit Court of Appeals decision which threw out damage claims against Paramount Pictures. In 1947, Paramount attempted to evict Partmar from the leased theatre, and as part of its defense, Partmar entered counter-claims for treble damages, alleging that Paramount had forced it to pay excessive rentals and license fees for pictures. The lower courts dismissed both the eviction suit and the damage counter-claims. In taking the case, the high court said it would limit its review to the issue of the dismissal of the counter-claims.

Six Distributors Sued

In the Baldwin case, F. and M. was trying to get the Supreme Court to uphold a suit against six distributors and two theatre companies for \$300,000 damages and an injunction to get first-run pictures for the Baldwin. The Los Angeles District Court dismissed the case, and F. and M. appealed directly to the high court. Defendants in this case were Paramount, RKO, Radio, Loew's, United Artists, Universal, 20th Century-Fox, National Theatres and Fox West Coast Theatres.

Dowling Cites Field For Independents

The current transition period was called an excellent opportunity for independent producers to fill the demand for conventional films by Allen D. Dowling, producer of the forthcoming "Donovan's Brain," which features Lew Ayres.

Here from the Coast to set up a distribution deal for his first picture, Dowling said that while the big studios are concentrating on 3-D and wide-screen presentations, a more promising market has been opened to the independent producer. The independent, Dowling claimed, can step into the breach with a good conventional film, made at comparatively low cost due to the lack of big overhead expenses.

Soon to Announce New Deal

Dowling, who is also a director of City Investing Co., said he expects to announce a distribution deal, probably tomorrow, when he returns to the Coast.

It is further understood that he has conferred with officials of RKO Pictures, 20th Century-Fox, Columbia and United Artists.

WBKW's \$400,000 To Aid Palsy Drive

CHICAGO, May 25.—The Cerebral Palsy Telethon of WBKW, the B&K television station, collected over 400 thousand dollars, it was announced here today.

The station's telethon, organized and operated by Balaban and Katz executives, with the Fun-Times columnist, Irv Kupcinet, acting as MC, is an annual event. This year it featured many outstanding figures of the entertainment world, including Bob Hope, Martin and Lewis, Marilyn Maxwell and others.

Schary, Mankiewicz At 'Caesar' Opening

Dore Schary, production head of M-G-M studios, will be among the first night audience at the New York premiere of the picture at the Booth Theatre on Thursday, June 4.

Schary is coming from Hollywood. Joseph L. Mankiewicz, the director, and James Mason are coming from London, while Marlon Brando is now in New York and will wait until after premiere before leaving for London.

Presented on a new wide screen and with stereophonic sound, "Julius Caesar" will be shown at the Booth twice daily except Sunday, when there will be three showings. All seats will be reserved.

Color TV Distant, Says Manufacturer

CHICAGO, May 25.—Color-TV sets for the home are at least two years away and will be an extreme luxury for a long time to come, according to Frank Freimann, president of the Magnavox Co., who issued the statement here today. He said that color receivers will cost over \$1000 when they first hit the market, that the pictures will be about 12 inches in size, and that TV colorcast will be infrequent for a long time because of the high cost and small audience.

Matlack to Plug 'Space'

Jack D. Matlack, former executive of J. J. Parker Theatres, has been engaged by Universal International for a special exploitation assignment through the Pacific Northwest on "It Came from Outer Space," the company's first 3-D picture which will have its world premiere on the new wide-screen and stereophonic sound system developed by U-I at the RKO Pantages and Hillstreet theatres in Los Angeles tomorrow night.

Astor Warehouse Burns in Atlanta

Atlanta, May 25—Astor Pictures' warehouse was completely destroyed by fire which leveled the building. The company's home office is in New York. Robert Savini is president.

Officials of Astor Pictures could not be reached here last night for an estimate of the loss of its Atlanta warehouse by fire.

Kaufman, Shiffrin Form Partnership

Formation of Kaufman & Shiffrin, public relations organization here was announced by Ben Kaufman and Irving Shiffrin.

Kaufman, who has been in the public relations field, was formerly affiliated with Mutual Broadcasting, Metro-Goldwyn-Mayer, United Artists and Universal. Associated with RKO Radio for many years in the company's publicity department, Shiffrin has also been national sales and promotion director for the Willys organization in Hollywood.

Hersh Leaves Small For Indie Production

HOLLYWOOD, May 25.—Ben Hersh has resigned as vice-president of Edward Small Productions, Inc., to establish his own independent producing company.

"Pursuit," a Western in 3-D and color, will be his first feature under the new banner.

3-D Disney Premiere

Walt Disney's first 3-D animated cartoon, "Melody," will have a dual world premiere at the Paramount in Hollywood and the Downtown in Los Angeles, tomorrow, Sidney Kramer, RKO Radio short subjects sales manager, announced. "Melody" runs 10 minutes with color in Technicolor.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

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DEBORAH KERR CHARLES LAUGHTON

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Total destruction... to order

Much as the director might like to, he cannot destroy a city for the sake of his motion picture. Nor can he sit and wait for a holocaust.

Instead—he creates models of incredible ingenuity; couples them with consummate artistry in photography and processing; produces scenes of awe-inspiring reality.

To aid producer and director in projects such as this; to assist in matching film and mood; to co-operate with processor, exchange, and exhibitor; Kodak maintains the Eastman Technical Service for Motion Picture Film with branches at strategic centers. Inquiries invited from all members of the industry.

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Jackson, Veteran Film Writer, Dies

HOLLYWOOD, May 25. — Frederick Jackson, writer and producer for the screen, stage and television, died here Friday of a heart attack.

Jackson, who started his writing career in 1905 with the Frank A. Munsey Publications, began his film work in 1912 as a writer of Pearl White serials. Among his more recent pictures are "Wells Fargo," "Two Tickets to Heaven," "Say It in French," "Stolen Heaven" and "Stormy Weather."

K.C. Saturday Fair, Sunday Takes Poor

KANSAS CITY, Mo., May 25. — Theatres, first runs and subsequents, had generally much below normal attendance Sunday, after a fair Saturday business. Hot, sunny weather Sunday drew people to parks and highways. No discernible effect resulted from the absence of local TV, the Star station, WDAF-TV, having been off the air since Friday morning because of a strike.

Two or three theatres had extra good patronage that Friday night, attributing that to the silence of TV.

Sharp Increase in TV Manufacturing

WASHINGTON, May 25.—The Radio-Television Manufacturers Association said that production of TV sets in the first three months of 1953 was running at an annual rate of more than 9,000,000 sets.

First-quarter production actually amounted to 2,300,000 sets, compared to 1,300,000 sets in the same 1952 period. March production was 810,112 sets, compared with 510,561 sets in March, 1952, the RTMA said.

Altec Adding Five; Will Equip Mayfair

Additions to the engineering and service personnel of Altec Service Corp. include R. L. Simpson, in Newark; H. G. Leedy and J. E. West, in Atlanta, and C. S. Bacon and J. Sweeney, in Chicago.

In New York, Altec this week will begin installation of third-dimensional sound at Brandt's Mayfair as an adjunct to the world premiere June 25 of "Scared Stiff."

A survey of booth and auditorium conditions at Loew's New York Capitol will be made this week by Altec Service Corp. prior to the installation of that company's stereophonic sound system.

**\$45,000 for 'Bay';
\$138,000 for 'Bess'**

A sturdy \$45,000 is forecast for the first week of "Thunder Bay" at Loew's State, which is utilizing its special full screen and stereophonic sound for the attraction. Another first-run big screen attraction here is "Young Bess" at Radio City Music Hall, which is expected to rack up a fine \$138,000 for its initial week.

Television - - Radio

with Pinky Herman

RETURNING to Hollywood from a cross-country tour of the country during which he conferred with TV Execs on the "Movies vs. TV" subject, Stuart Reynolds, Prexy of Sovereign Productions, stated that "Hollywood and TV by no means depend on one inexhaustible market and the idea that they constitute an irresistible force and an immovable object locked in a Titanic struggle for the entertainment dollar is a gross and unfortunate distortion." Continuing, Reynolds added, "The feeling is that TV and movie markets are distinct, defined and rather mutually exclusive and I do not anticipate that Movie 3-D, for instance, is going to perceptibly reduce the TV audience, nor that the technological advances now looming in Video are going to keep customers out of movie theatres." . . . Jim and Ray R. Morgan, producer and creator, respectively, of "Queen for a Day," have arranged for Mrs. Maxine Thompson, recent "Queen" who won the coveted "all expenses paid" trip to London for the Coronation, to write a daily dispatch for U.P. on the international event (a neat beat). . . . "Studio One Summer Theatre" will summer-replace "CBS Studio One" on June 22 for the third consecutive year. When the latter resumes on Sept. 21, Felix Jackson will take over as new Producer. . . . The amazing Jackie Gleason will premiere his original composition, "Tawny," a tone poem in four movements, on his TV program next CBSaturday at 8:00 P.M. J. G. will conduct a 50-piece orchestra in the presentation of his second serious musical effort. His first, "Lover's Rhapsody," was aired several months ago. . . . With Roger Gerry as Producer and Frank Bunetta as Director, DuMont's new musical variety weekly program, "The Strawhatters," which WABDebut tomorrow night at 8:30 direct from Palisades Amusement Park, promises mirth, music, mayhem and merry madcapers.

William Hodapp, Producer of the "American Inventory" series featured via NBC-TV, is the author of a new book entitled "The Television Manual" which is nothing less than the finest and most comprehensive guide to TV programming,



William Hodapp

John F. Coots, son of Double AScaper, J. Fred Coots, has joined the coast office of MCA.

Producer Walt Framer, who started his career 20 years ago as Pittsburgh's pioneer radio sidewalk interviewer, has always cherished his AFRA membership card and besides it might "come in handy in an emergency." Last Wednesday, when circumstances prevented Announcer Ralph Paul from making the "Strike It Rich" show, the emergency Walt waited for arose, but what happen? Framer was suffering acute laryngitis and so his Production Supervisor, Paul Kaczander, did the commershills and most ably. . . . Three years ago when Bob Manning hit the Main Stem from the City of Brotherly Love, we printed a rave about his vocalisthenics. Some months ago Bob signed with Capitol Records and his current platter of "Nearness of You" is one of the top sellers. . . . Dwight (Red) Latham, one of the famous "Jesters Trio," is now penning scripts, songs and jingles for Radio and TV and is associated with Charles Hanson Music Co.

LOTS A DOTS . . . Songstress June Valli won't renew with the "Hit Parade" TVehicle next season but will star in her own show, sez Ork Pilot Harry Salter, her mgr. . . . Ann Harding completes her theatrical cycle with her debut in TV Thurs. June 4 in the Ford Theatre NBCast of "There's No Place Like Home." . . . The Perry Laffertys (he directs "Eye Witness") are awaiting Sir Stork's second visit next month. . . . Fred Waring and his Pennsylvanians are back in Gotham after a flying trip to Detroit to entertain at the Ford 50th Anniversary Celebration.

Ballantyne

(Continued from page 1)

medium of wide-screen and 3-D at a price they can afford to pay.

Meanwhile, J. Robert Hoff, executive vice-president of Ballantyne, reports from Omaha that he has been "flooded" with telegrams and telephone calls since the announcement of the 3-D, panoramic, stereophonic theatre equipment was made from Washington.

"We seem to have made quite an impression," Hoff said. He added that some of the inquiries concerned the availability of packages with screens in the 2.66 to 1 ratio. "We want to make it perfectly clear that such a screen ratio is certainly available in the Ballantyne package," Hoff said. "The reason we built our package with a 2 to 1 ratio is that we believe longer screens will not have enough height for smaller theatres. However, we are, of course, prepared to furnish packages with screens in the 2.66 to 1 or any other ratio. Not only that, but we expect to have the anamorphic lenses to go with the 2.66 to 1 ratio available in six to eight months. They will be easily adapted to the rest of the Ballantyne package."

Among the telegrams received was an order for 25 complete units from E. D. Martin of Martin Theatres, Columbus, Ga. Walter Reade, Jr., New York circuit operator, asked for details for summer installations in some of his New York and New Jersey theatres.

Color 3-D Film

(Continued from page 1)

of use of polarization in achieving the optical reproduction of three dimensions."

The solution to the illumination problem, according to Palmer, would apply if used either with the entire Stereocolor system or with his system of 3-D in combination with known color systems, or with black-and-white photography.

Stereocolor was developed by R. E. Schensted and a group of co-workers. It is claimed that it requires only one film. The single negative is printed onto positive in the regular black-and-white method, according to Schensted. Only one projector is needed, it is claimed.

The backers say that four patents have been issued.

AJC Dinner Tomorrow

HOLLYWOOD, May 25.—The annual dinner-meeting of the Los Angeles chapter of the American Jewish Committee will be held Wednesday at the Beverly Wilshire Hotel. Martin Gang is chairman.

Free Baby-sitter Passes Aids B.O.

Monroe, Mich., May 25. — Baby-sitter passes are being handed out by Joseph Denniston, a veteran exhibitor here, to encourage patronage of parents who find the cost of baby-sitters and an evening in the theatre too high.

The plan, Denniston claims, encourages the attendance of teen-agers too. A paying escort usually accompanies the baby-sitter to the theatre on her off night, he explains.

In the THEATRE Equipment World . . . • • with RAY GALLO

THE merchandising of candy in theatres will receive attention at one session of the National Confectioners' Association's 70th annual convention to be held June 14 to 18 at the Waldorf Astoria Hotel, New York. Participating for theatres in a panel devoted to "Merchandising for Increased Sales" on June 18 will be Leon J. Levenson of the American Theatres Corp., Boston, and chairman of the concessions committee of the Theatre Owners of America.

Of interest to drive-in theatre operators is a new four-page folder on the construction of screen towers, which has been issued by Timber Structures, Inc., timber fabricators and laminators of Portland, Ore. The booklet is called "Long Lasting Screen Towers" and contains photographs and drawings illustrating construction details. Anti-glare curtains, ladder and walkway, accessories to improve projection and facilitate maintenance are also explained and illustrated. Copies of the folder can be obtained by writing the company.

Also for drive-ins is a new sweeper designed to vacuum, cut up and bag debris in outdoor areas, announced by the Atwater-Strong Co., Atwater, Ohio. Known as the "Mulch-Vac" sweeper, the unit was originally intended solely for leaves. It has now been adapted for cleaning up paper litter, including popcorn boxes and bags, cups and cigarette, chewing gum, food and candy wrappers. Self-propelled, the sweeper uses a 6 h.p. Wisconsin gasoline motor.

The air conditioning division of General Electric, Bloomfield, N. J., has redesigned its line of water coolers in a "streamlined" styling. Trade-named the "Diamond Anniversary Water Coolers," in honor of the company's 75th anniversary this year, the new units come in 10 models ranging in capacity from four to 20 gallons. They require less floor space than previous models and have a number of new features designed to permit ease of installation, service and maintenance, the company points out.

A new automatic coffee vending machine, which employs freshly-ground coffee in making the beverage instead of concentrates or pellets, has been introduced by the ABC Vending Co., New York. The new machine is called the "Perk-O-Matic" and is designed to make more than 400 cups of coffee through a series of synchronized percolators. As one percolator drops below the 15-cup mark, it automatically kicks off the next so that freshly brewed coffee is always served, the announcement explains. The vender measures 30 inches across the front, is 27½ inches deep and 76½ inches high.

Review

"The 49th Man"

(Columbia)

A DOCUMENTARY-STYLED drama built around the threat of a foreign power exploding an atom-bomb over an American city has been fashioned by producer Sam Katzman. Although the plot unfolds along standard lines, it does strike up some good action and excitement. John Ireland heads the cast as a security investigator out to unravel a worrisome riddle. It is learned that a bomb is being smuggled into the country piece by piece. A frenzied effort to track down the origin of the plot takes Ireland into Paris. Here he gets a taste of cafe life plus a few lessons in underworld tactics.

He finally manages to track down the center of the espionage and pin it right on a U. S. commander. After some melodramatics, a wild chase, and an unscheduled ride in a submarine, Ireland learns that he was but a guinea pig in a "war game." What develops to everybody's shock, however, is that the "war games" were used as a cover by a group of enemy aliens who have smuggled a bomb into the country and are prepared to set it off, somewhere, sometime.

A desperate rush to nip the impending disaster sweeps on, marked by suspense and tension, but crowned by last minute success. The slight feminine touch is provided by Suzanne Dalbert, an uncertain young lady who turns out to be in the camp of the spies.

Charles H. Schnee was associate producer and Fred F. Sears directed, from a screenplay by Harry Essex.

Others in the cast are Richard Denning, Robert C. Foulk, Touch Connors, Richard Avonde, William R. Klein and Cicely Brown.

Running time, 73 minutes. General audience classification. For June release.

Coronation Day

(Continued from page 1)

claim, will set up a new record in high-speed color processing.

Biggest pre-Coronation headache for London's famed Constabulary is likely to occur when Herbert Wilcox's "Beggar's Opera" gets its first screening on Sunday. The film will be shown to what is likely to remain the world's most remarkable audience, which will consist of the Queen's own Coronation guests.

Arrangements for the show have been taken out of showman Wilcox's hands by the Lord Chamberlain who has warned Scotland Yard that no fewer than 150 Royal cars will drive up from Windsor Castle for the occasion. These is no other picture which has had a screening before all of Europe's crowned heads and other notabilities at one time. But getting them into the Rialto Theatre in Leicester Square with virtually all other traffic halted by the crowds is quite another matter.

Fight Film No Draw At Capital House

WASHINGTON, May 25.—District Theatres reported "very disappointing" business at its Lincoln Theatre for the United Artists three-dimension short on the Marciano-Wolcott fight.

The Lincoln, which caters primarily to Negro patrons, opened the film Thursday and will play it through Wednesday. A company official said business has been "only normal, if that." The Lincoln is the only book- ing the film has received here.

Theodore Gould, 61, Dies in Canada

TORONTO, May 25 (CP).—Theodore J. Gould, 61, general sales manager of Metro-Goldwyn-Mayer in Canada and formerly of Winnipeg, died here Saturday. Funeral was held today at Holy Blossom Synagogue.

He was a member of the Portland Shriners, Local Tent No. 28 of Variety and the Winnipeg Grain Exchange. Surviving are his widow, Mrs. Madeleine Epstein Gould, and a daughter, Donna.

Michigan Receipts

(Continued from page 1)

legislature and sent to the governor.

The measure calls for a levy of four-tenths of one per cent on the receipts of business above \$10,000 a year and after 50 per cent of the total had been deducted for business costs. This deduction, however, does not include labor costs and depreciation.

Exempted entirely are small loan and finance companies, banks, insurance companies, building and loan associations, credit unions and race tracks, as well as income from intangible property.

Self-employed professionals and farmers would be required to pay the tax if their income is high enough to come under the terms of the measure.

CinemaScope for Ga. MPTO Convention

ATLANTA, May 25.—Five thousand showmen from 30 states will come to Atlanta on Monday, June 1 to attend the first general showing of CinemaScope, developed by 20th Century-Fox.

The showing will be sponsored by the Motion Picture Theatre Owners and Operators of Georgia and Alabama which opens its 1953 convention at the Biltmore Hotel, to be held May 31-June 2. Scenes from "The Robe," "How to Marry a Millionaire," and other new CinemaScope films will be exhibited on a 60-foot wide screen at Loew's Grand Theatre.

3 French Films Acquired

Three new French films have been acquired by Arthur Davis Releasing Organization for distribution in the U. S. They are: "Rendezvous in Paris," starring Michele Morgan and Jean Marais; "The Night Is My Kingdom" and "The Four Intimate Passions."

Rank Film to RKO

RKO Radio will release nationally "Night Without Stars," a Europa film presented by J. Arthur Rank and starring David Farrar, Nadia Gray and Maurice Teynac. The picture was produced by Hugh Stewart and was directed by Anthony Pelissier.

Denies U. S. Plea in Chi. Drive-in Suit

Chicago, May 25.—The United States Court of Appeals here has denied the government's appeal of the U. S. District Court decision which held that eight drive-ins in and around Chicago were not guilty of a conspiracy to fix admission prices as charged by the anti-trust division of the Justice Department. Drive-ins involved in the suit were the Starlite, Double, Twin, Morton Grove, ABC, Ski-Hi, North Avenue and Harlem Avenue.

Clark Joins Father In Distribution

SAN FRANCISCO, May 25.—Robert Clark, formerly a Paramount sales manager in Northern California, has joined his father, M. R. (Duke) Clark, in the recently formed Tower Pictures Co. Clark, Sr., previously was a Paramount division sales manager.

Tower has purchased from Moulin Productions, Inc., a franchise which gives it distribution of "Along Came Jones," "Casanova Brown," "Belle of the Yukon," "Tomorrow Is Forever," "It's A Pleasure" and "Woman in the Window."

20th Sets New Shows For CinemaScope

Demonstrations of 20th Century-Fox's CinemaScope process will take place in Boston, Atlanta and Kansas City within the next eight days.

The new demonstrations will be kicked off today in Boston's Metropolitan Theatre for the New England area followed by showings at Loew's Grand in Atlanta, next Monday, and the Orpheum in Kansas City on Tuesday. Al Lichtman, distribution director, will be present at the Boston and Atlanta demonstrations.

UA Pays Judgment

HARTFORD, May 25.—A planned appeal by United Artists of an award given Raymond J. Wylie, ex-New Haven UA exchange manager, in a breach of contract suit tried in New Haven Superior Court last year, has been dropped by the distributor, which has given Wylie a check for the full amount sought by him, amounting to \$3,768.

Booth Gets Altec System

Installation of Altec's stereophonic sound system has started at the Booth Theatre here. Its first use at the house is scheduled for the world premiere of "Julius Caesar" on June 3.

Get the Cerebral Palsy Campaign Trailer at Your N.S.S. Exchange.

GET THAT

EXTRA
TOUCH
of
Showmanship

Get all your
SPECIAL
TRAILERS
'GOOD and FAST' From

1227 S. WABASH AV. CHICAGO
630 NINTH AVE. NEW YORK

FILMACK

20th to Release

(Continued from page 1)

Doctor," Technicolor, starring Susan Hayward and Robert Mitchum, produced by Otto Lang and directed by Henry Hathaway; "The Glory Brigade," starring Victor Mature, produced by William Bloom and directed by Robert D. Webb; "The Farmer Takes A Wife," Technicolor, starring Betty Grable, Dale Robertson, Thelma Ritter and John Carroll, produced by Frank P. Rosenberg and directed by Henry Levin; "The Kid from Left Field," featuring Dan Dailey and Anne Bancroft, produced by Leonard Goldstein, directed by Harmon Jones.

Also for July will be "Inferno," first 3-D and Technicolor production to be presented by the company: Robert Ryan, Rhonda Fleming and William Lundigan are starred in the William Bloom production directed by Roy Baker.

Two re-issues for July are "Road House," starring Richard Widmark, Ida Lupino, Cornel Wilde and Celeste Holm, and "Kiss of Death," starring Richard Widmark, Victor Mature, Brian Donlevy and Coleen Gray.

Heading the August releases is Howard Hawks' "Gentlemen Prefer Blondes," Technicolor, starring Jane Russell and Marilyn Monroe. Sol C. Siegel produced while Howard Hawks directed.

C. S. Forester's "Sailor of the King" will also start its national release in August. Starred are Jeffrey Hunter, Michael Rennie and Wendy Miller. It was produced by Frank McCarthy, directed by Roy Boulting.

License Fees

(Continued from page 1)

directors, which also voted to join with **American Curiae, Inc.,** by filing an **amicus curiae** brief on behalf of the motion picture "M," the censorship ban of which was upheld in an Ohio Supreme Court ruling and will be appealed to the U. S. Supreme Court.

The IMPDA takes the position that the tax, allegedly imposed under the guise of a license fee, amounts to more than \$2,000,000 a year. The organization feels, it was stated, that the industry as a whole, and especially independent producers and distributors, "can very well stand the saving at this time."

It was pointed out that in the case of **Burstyn vs. Wilson**, known as "The Miracle" case, the U. S. Supreme Court held that "expression by means of motion pictures is included within the free speech and free press guaranty of the First and Fourteenth Amendments."

The IMPDA holds that "just as no one is required or can be made to purchase the right to speak or to publish, no one should be required to pay a tax on the showing of motion pictures which enjoy the same constitutional guarantees."

Attending the board meeting were Joseph Burstyn, chairman; Arthur L. Mayer, Max Goldberg, George Margolin, George Roth and Sanford Weiner.

Albany Drive-in Opened

ALBANY, N. Y., May 25.—A second drive-in has been opened in this area. It is the **Hollywood**, operated by James Fisher, former Troy restaurateur. Capacity is 400 cars.

Asides & Interludes

—by James Cunningham

EXCITEMENT, EXCITEMENT, all over the world about the Coronation on June 2 of Queen Elizabeth II, a 27-year-old. Today, the *Queen Mary* will ship out with 1,600,000 cups of grapefruit juice—a gift from Florida, to tickle the palates of Coronation participants. American newsreels are getting jet planes to hustle back to these shores pictures of the scarlet-coated Grenadier Guards slow-stepping beside the Queen's carriage as it is drawn along the line from Westminster Abbey to Buckingham Palace.

And there, my merry ones, we have word from Rosie Wilder of our business department that she had word from Hope Burnup, our London managing director (boy, does she manage and direct), that:

"We are all getting very Coronation-minded. The decorations are practically all up and something worth seeing. Selfridge's, our biggest department store, quite the most outstanding display. The town is packed with people of every nationality and every language is heard if one stands for a minute or two at Piccadilly Circus. We're having cold and not too fine weather, but are sure June 2nd will be a glorious day in every way. London is so gay and bright with buildings being washed or painted and every shop and building is bright with flower boxes. Golden Square is really lovely now—the Square itself has been made into a lovely garden."

★ ★ ★

BULLETIN

LONDON (Press Dispatch)—The signs are there will be an estimated 2,000 or 3,000 empty seats along the procession route. The gaps in the crowds will be where they hurt most—in the stands and balconies set aside for American and other overseas visitors bringing foreign currency to Great Britain.

We had ambition—much—to be an actor. Especially in Mexico. The other day when the guys around the office weren't looking, we received from Mexico City, a note explaining that there are already too many run-of-the-mill extras in Mexico, and that the Central Casting Department of the National Cinematographic Industry has decided to accept only "very unusual types," to wit:

"Men and women who are exceptionally handsome or beautiful, or are extremely ugly, or who are extraordinarily fat or who are very thin."

We have been wondering which classification applies to us.

★ ★ ★

Mort Mortensen, in Minneapolis, tells us that a current North Central Allied Association bulletin predicts that there'll have to be new mental hospitals reserved entirely for exhibitors who show 3-D to the family trade. Cautioning that the initial big grossers on 3-D film have been reported by Eastern theatres which discourage juvenile patronage, the bulletin says, "there'll be nine thousand complaints a week about how kids can't wear the specs, that they lose them, etc., etc. To stay sane, to stay open and to stay in the black we still insist that any new system of projecting pictures has to be one without glasses that can be bought by the average small theatre without plunging into a new debt that is almost as big as his original equipment cost."

★ ★ ★

Mrs. Karen Wedel-Heinen, of Copenhagen, Denmark, saw her first 3-D picture without polarized glasses. For eight years Mrs. Wedel-Heinen has been consulting eye doctors because she saw everything double. The first 3-D picture came to Denmark the other day and Mrs. Wedel-Heinen saw it, clearly.

★ ★ ★

Did you folks see the New York Sunday News feature by F. D. Marks and Joseph Stern, culled from the Americana collection of Sy Seidman?

It's about slides, used in the movie palaces of yesterday carrying screen messages as follows:

LADIES UNDER 45 WILL PLEASE REMOVE THEIR HATS . . . NO SMOKING, PLEASE! IT ANNOYS THE LADIES . . . PLEASE READ THE TITLES TO YOURSELF. LOUD READING ANNOYS YOUR NEIGHBORS . . . PEANUT SHELS MUST NOT BE THROWN ON THE FLOOR . . . VENTILATED AND DISINFECTED EVERY DAY. . . DON'T SPIT ON THE FLOOR . . . REMEMBER THE JOHNSTOWN FLOOD. . . DON'T LET YOUR CHILDREN ACT LIKE WILD INDIANS—PLEASE KEEP THEM QUIET DURING THE PERFORMANCE. . . ONE MINUTE PLEASE TO ADJUST MACHINE . . . POSITIVELY NO STAMPING OR WHISTLING ALLOWED . . . WILL THE PARTY WHO LOST HIS WALLET SEE THE MANAGER. . . NEXT WEEK THIS THEATRE WILL HAVE "TALKING PICTURES"—TALENTED ACTORS & ACTRESSES WILL BE BEHIND THE SCREEN . . . WHEN LEAVING THIS THEATRE PLEASE TURN THE SEAT UP . . . ONLY THOSE HOLDING HALF TICKETS PLEASE REMAIN—OTHERS PASS OUT . . .

★ ★ ★

"Light and color of a brilliancy and naturalness unsurpassed on the screen, combined with a new technique in 3-D photography which sharply defines and completely focuses all depths of the picture field without distortion, is being demonstrated in a new process which will be ready for a showing to the film industry soon," according to an announcement by Colonel B. J. Palmer of Davenport, Iowa.

Read on: "Hearts of the movie world will beat like ticker tape, stocks will leap and producers gambol, he predicted, when they are shown that in addition to all these features, the process will cut the cost of production in 3-D and color down to a fraction of present systems," according to the announcement.

'Bess' Bows

(Continued from page 1)

be screened in panoramic fashion. Close-ups shown panoramically became increasingly disconcerting, it was said.

Nevertheless, the success of "Young Bess" is assured if only in the Coronation excitement. Following three weeks at the Empire, it goes on pre-release by ABC in the larger holiday resorts. It starts a general release on Aug. 17.

J. Arthur Rank's G. B.-Kalee concern announces that it is making available to theatre men its entire engineering resources for free survey and advice on the problems involved in wide-screen installation. These, it is said, include optimum frame curvature and the most suitable type of screen for any given conditions.

Developing New Lenses

The company points out that by means of suitably proportioned mask plates to give the desired aspect ratio of 6:3, 5½:3 or 5:3, any exhibitor can obtain wide-screen effect. It is developing, too, a special range of short focus lenses down to two inches to meet the particular needs of wide-screen presentation and the large magnifications involved.

Paramount officials here maintain their attitude of cautiousness in their approach to wide-screen. The company's two West End theatres, the Plaza and Carlton, will, however, be equipped with Stableford all-purpose screens by the end of May. It is stated here that all Paramount productions henceforth will be made on an aspect ratio of 1:66 to 1.

Smith Resigns

(Continued from page 1)

negotiations with Stanley Warner Theatres for the circuit's participation in Cinerama operations.

Negotiations with Stanley Warner Theatres aimed, in part, to solve Cinerama's financial problems were described yesterday as progressing satisfactorily. It was disclosed that talks were held over the weekend in an attempt to iron out many of the problems.

Neither side could be reached for comment on whether the proposed draft of an agreement for Cinerama management to be turned over to Stanley Warner Theatres in return for financing and services will be forwarded shortly to the Department of Justice. It is understood that the Justice Department's sentiments on the deal would be sounded out in view of any possible conflict with the industry's Federal consent decree, which, among other things, bars affiliation of a theatre operation with a picture company.

The Smith resignation was ascribed to illness by Cinerama officials who said medical authorities have prescribed a six-month rest for the long time associate of Lowell Thomas and a Cinerama pioneer.

Host Curtis, Janet Leigh

Janet Leigh and Tony Curtis, stars of Paramount's "Houdini," will be guests on Thursday at a cocktail party to be held in the Sherry Netherlands Hotel here and which will be attended by representatives of newspapers, magazines and trade publications. Curtis will demonstrate some of the magic performed in the film.

Taxes and 3-D Top Subjects At RMIT Meet

Star and Story Values Called Vital Necessity

DENVER, May 26.—With 3-D and taxes taking up most of day, about 125 attended the convention of Allied Rocky Mountain Independent Theatres. Principal speakers were William C. Thomas, of Pine Thomas Producers, and Pat McGee, on COMPO tax committee. Thomas told of his experiences in making 3-D films, and warned 3-D must not be expected to perform miracles alone, but must have star and story value or flop. He and Paramount are screening "Sangaree" at the Denham this morning.

Thomas pointed out "Sangaree" can be shown either in 3-D or 2-D. He said 3-D should be used not abused; should not be used as crutch, as color
(Continued on page 7)

Favorite's 12 Not for Video

CHICAGO, May 26.—The twelve features acquired by Favorite Attractions from the Bank of America for re-issue on a five-year franchise will not be released to television for at least 14 to 18 months, according to Favorite president Moe Kerman, who presided over the company's meeting here today at the Ambassador East Hotel. The move will give the territorial franchise holders ample oppor-
(Continued on page 7)

Committee Okays Ohio Censor Bill

COLUMBUS, O., May 26.—By unanimous vote, the Health and Education Committee has approved proposed amendments to the Mosher censorship bill, calling for the repeal of state censorship of motion pictures. The revised bill provides for the immediate repeal of newsreel censorship in the state.

The measure will now go to the House Rules Committee for action. The five-to-one vote by the Health and Education Committee is regarded as being "encouraging" by proponents of the bill.

Fabian, Schimel and Rosen At UJA Meeting Held Here



Quigley Publications Photo

\$402,000 Pledged at UJA Event for Fabian, Rosen

Citations to Si Fabian and Sam Rosen, addresses by Eric Johnston and Dr. Joseph J. Schwartz and the disclosure that \$402,000 had been pledged to date in the amusement division's fund drive for the United Jewish Appeal were highlights of the UJA division's luncheon here yesterday at the Plaza Hotel, at which Adolph Schimel, division chairman, presided. Approximately 250 leaders attended.

Sees Cinerama Cost Of Installation Drastically Lowered

The belief that the cost of Cinerama installations would be "drastically" reduced once standardization is achieved after successful experimentation, was expressed here yesterday by William R. Latady, director of installations for Cinerama, Inc. Latady made this statement in connection with a progress report on the installation at the Warner Theatre here, where Cinerama will make its second Broadway bow on June 8. The cost of the Warner Theatre installation was put at between \$40,000 and \$50,000.

The statement came amid reports that negotiations between Stanley Warner Theatres and Cinerama Productions, Inc., are coming to a head. Si Fabian, president of Stanley Warner Theatres, said that he would know in 48 hours, one way or
(Continued on page 6)

A scroll was presented to Fabian, head of the Fabian and Stanley Warner circuits, which read as follows: "To Simon H. Fabian, whose initiative and ingenuity in the industry have been a driving force and an inspiration to all those active in the motion picture field with him; his philanthropic and humanitarian leadership, his warmth of spirit towards the less
(Continued on page 7)

U.K. Grosses Still Sliding, Says BOT

By PETER BURNUP

LONDON, May 26.—Total admissions to British theatres declined in the last quarter of 1952 to 304,819,000 from the 335,215,000 reported for the previous quarter, the Board of Trade Journal revealed today. The decline amounted to 9.1 per cent.

The Journal remarks that the ad-
(Continued on page 7)

34 from Col. in 9 Months in Various Media

Available in Standard And Wide-Screen

Columbia Pictures yesterday disclosed its plans for future use of wide-screen, 3-D and stereophonic sound, and included the titles of 34 features and two 3-D short subjects which it will release in the coming nine months.

All 34 features will be available for both standard and wide-screen projection; all are to be equipped with conventional sound tracks, including 26 which will be available with stereophonic sound as well; there will be seven 3-D productions, all with color in Technicolor and equipped with stereophonic sound; of the 34 productions, 21 will be in Technicolor.

Those to be released in standard, wide-screen and 3-D, all in Techni-
(Continued on page 6)

'Anti-Trust' Hearings On

WASHINGTON, May 26.—Displaying obvious misgivings, a House Judiciary subcommittee today held hearings on a bill to give Federal District court judges discretion to award less than treble damages in private anti-trust suits.

At present, the award of treble damages is mandatory if the defendant is found guilty. Rep. Reed (R., Ill.), chairman of the full judiciary com-
(Continued on page 6)

60 Short Subjects On RKO Radio List

More than 60 short subjects, including five series of re-releases are on RKO Radio's program for the 1953-54 season, Sidney Kramer, short subjects sales manager, disclosed here yesterday. Included among the releases is one subject in three dimensions.

Kramer said that the company would continue not only to explore possibilities of 3-D shorts production beyond the subject listed, but would examine the field for shorts in wide-screen and with stereophonic sound.

To be produced for the new season's
(Continued on page 7)

Personal Mention

HARRY COHN, president of Columbia, will leave here for Hollywood today accompanied by **N. B. SPINGOLD**, vice-president of advertising-publicity, and **PAUL N. LAZARUS, Jr.**, New York studio representative.

S. J. BOWMAN, Detroit branch manager for United Artists, and his wife, will attend the Coronation in London as a result of his winning first prize in the sales-and-collections contest sponsored by the National Film Board of Canada.

CHARLES SCHLAIFER, president of Charles Schlaifer & Co., advertising agency, will speak before the annual meeting of the General Federation of Women's Clubs in Washington, today.

H. M. BESSEY, Altec executive vice-president, and **L. D. NETTER, Jr.**, general sales manager, have returned to New York from field trips.

ARNOLD VAN LEAR, Jr., son of the Paramount exploitation representative in the New England states, is in the Army at Camp Gordon, Ga.

JOHN CURTIN, Republic district manager, yesterday visited the Schine Circuit office in Gloversville, N. Y., and today is in Oneida.

OLIVER BROUGHTON, M-G-M field branch maintenance supervisor, left here yesterday for Washington before heading for Chicago.

OSCAR A. MORGAN, Paramount short subjects and newsreel sales manager, will leave here Friday for Watertown, N. Y.

TOM BENNETT of Paramount International's Paris office sails from here for France today aboard the *Ile de France*.

NORMAN TAUROG, director, and **PAUL JONES**, producer, have arrived in New York from the Coast.

J. M. SCHINE, president of the Schine Circuit, Inc., was in Albany this week from Gloversville.

DOUGLAS SHEARER, sound recording head at the M-G-M studios, has left here for London by plane.

LES COULTER, manager of the Hippodrome, Baltimore, was married Saturday to **CATHERINE GOON**.

JOHN BERNARD has been elected president of Local No. 277, IATSE, at Bridgeport, Conn.

JOHN P. BYRNE, Eastern sales manager of M-G-M, is spending a week in New Haven.

JEFF LIVINGSTON, Universal Eastern advertising manager, is in Syracuse.

QP Showmanship Veterans At AMPA Tribute June 3

The "Showmanship" winners of Quigley Awards for past years will share the dais with the 1952 Award-winners, **Ivan Ackery** of Famous Players-Canadian's Orpheum Theatre in Vancouver, B. C., and **J. P. Harrison** of Interstate's Campus Theatre in Denton, Texas, at the monthly luncheon-meeting of the Association of Motion Picture Advertisers on Wednesday, June 3, in the Georgian Room of the Piccadilly Hotel. The luncheon will be devoted to "Showmanship" and will feature an address by **Leonard H. Goldenson**, president of American Broadcasting-Paramount Theatres.

Previous Winners to Attend

Among past Quigley Award-winners who are expected to be present at the AMPA luncheon will be:

Famous Players-Canadian is sending both Ackery and Charlie Doctor from Vancouver. Interstate will send Harrison from Texas. Morris Rosenthal, who won the Grand Award in 1934, will be present from Bridgeport, and Lester Pollack, from Rochester. P. E. McCoy, Grand Award winner and John Harrison, will be here from Georgia Theatres.

Louis Grossman of RKO theatres, in New York, also a Grand Award winner last year, is among the New York contingent, headed by Lige Brien, president of AMPA; Harry Goldberg of Stanley Warner Theatres; Ray Bell, of Columbia Pictures, and Charles Hacker, manager of operations at Radio City Music Hall will be present.

Others Expected

Jack Matlack is expected from Portland, Oregon, also Nate Wise, from Cincinnati; Mildred Fitzgibbons, from St. Louis; Willis Shaffer, from Hutchinson, Kansas; Alice Gorham, from Detroit; Everett Callow, from Philadelphia, and others who have won the Awards.

'Fort Ti' on 1.85 Screen at Criterion

Columbia's "Fort Ti," produced for three-dimensional exhibition, will be projected on a wide-screen and with stereophonic sound when it opens at the Criterion Theatre here on Friday. Columbia's first 3-D short subject, "Spooks," with the Three Stooges, will be on the same program.

The Criterion screen will have an aspect ratio of 1.85 to 1. The picture will be shown on wide-screens also in other key situations.

M-G-M Adding 2 Films in CineScope

HOLLYWOOD, May 26.—Dore Schary today announced that M-G-M will produce two CinemaScope pictures, in addition to those already announced, during coming year. The M-G-M production head said the unexpected availability of necessary equipment had prompted expansion of the CinemaScope commitment.

Get the Cerebral Palsy Campaign Trailer at Your N.S.S. Exchange.

D of J Delays SBC Hearing Appearance

Washington, May 26. — The Justice Department has notified the Senate Small Business sub-committee studying industry trade practices that it cannot appear this Friday as tentatively scheduled. Subcommittee officials are trying to set up a date for next week.

Hearings Thursday will go on as scheduled, with Paramount vice-president **Austin C. Keough** and Federal Trade Commission chairman **Edward F. Howrey** as witnesses.

Court O.K.'s Mayer, Rubin Settlement

Loew's proposals to settle the two actions brought by company minority stockholders attacking the contractual relations of Louis B. Mayer and J. Robert Rubin, were approved here yesterday by Federal Judge Alfred C. Cox of U. S. District Court.

In one action, Mayer offered to pay the company \$150,000 in settlement of the suit attacking the acquisition by the company of \$2,750,000 of Mayer's 10 per cent residual rights after termination of his employment. In the other suit, Rubin agreed to reduce his residual percentage rights to 5.1 per cent rather than the 5.4 per cent granted to him in his contract. Both the Mayer and Rubin offer were accepted by the court.

The plaintiffs represented approximately 575 shares of the 5,142,615 shares of Loew's stock outstanding. It was stated that Loew's made the proposals in order to save time and cost of defending the actions, which counsel for Mayer and Rubin described as unfounded and without merit.

'Communist' Charge Sustained by NLRB

WASHINGTON, May 26.—Refusal to employ a man because of his political beliefs does not constitute a violation of the labor law, it was held today by George Bott, general counsel of the NLRB, in refusing to sanction prosecution of either a film producer refusing the employment or the union that had ousted the complainant because of alleged Communist activity.

The plaintiff, unidentified, had been employed steadily since 1934, but had recently refused information regarding his background and past to the House Committee on Un-American Activities.

National Pre-Selling

MARILYN MONROE and **Jane Russell** are surrounded with harmonious color on the front cover of the current issue of *Life*. On the cover, the two stars complement each other; however, until I saw this cover, I was under the impression that both girls were quite complete in their own right. They co-star in "Gentlemen Prefer Blondes," which is also noted on the cover.

As part of the cover story, Marilyn Monroe is shown on a full page singing her biggest number from "Gentlemen Prefer Blondes." Although *Life* is not wired for sound, a keen ear can pick up the strains of Marilyn singing "Diamonds Are a Girl's Best Friend."

Jan Sterling and her latest movie, "The Vanquished," are featured in a full page ad appearing in the June issue of *Woman's Home Companion*, placed by Lux Soap.

Leslie Caron, French ballet star, told her director that she did not want to play a love scene with *Farley Granger* because he had spring fever and she did not want to catch it, reports *Louella Parsons* in the May 24 issue of *Pictorial Review*. *Lucky Leslie's* husband was on the set and he explained to her that scarlet fever and spring fever are not alike. *Leslie Caron's* latest release is "Lili."

"Young Bess" was chosen as a candidate for *Redbook's* Silver Cup annual award. It is reviewed by *Florence Somers* in the June issue. Three full color production set stills are used to illustrate the review.

A two-page cartoon and text story written and directed by **Ed Miller**, captioned "Dr. Lewis and Mr. Martin," appears in the June issue of *Seventeen*.

It depicts **Jerry Lewis'** homemade movie company which produces movies only during weekends, with the help of his two sons and his wife, **Patti**.

Also in this issue is a full page ad on "Scared Stiff," starring **Dean Martin** and **Jerry Lewis**.

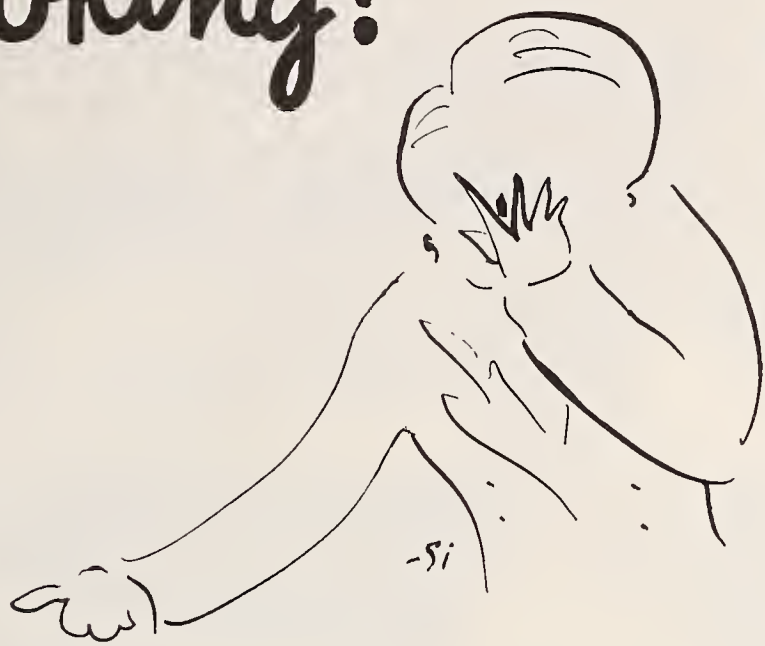
George Cukor is *Coronet's* guest critic for June. He chose "Titanic" and "Melba" as the best pictures for June.

Full color photographs and reviews of "The Charge of Feather River," "The 5,000 Fingers of Dr. T." (3-D), "The Girl Next Door" and "Ride Vacquero" appear in the June issue of *American Magazine*.

For the June issue of *Photoplay*, **Sheilah Graham** has written her version of why gentlemen prefer blondes. She did this by writing an intimate sketch of **Shelly Winters**, **Marilyn Monroe**, **Zsa Zsa Gabor**, **Virginia Mayo** and **Jane Allynson**.

WALTER HAAS

"What's
cooking?"



"It's the Big
Holiday
Booking!"

JULY 4th!

BIG M-G-MUSICAL

**"DANGEROUS
WHEN WET"**

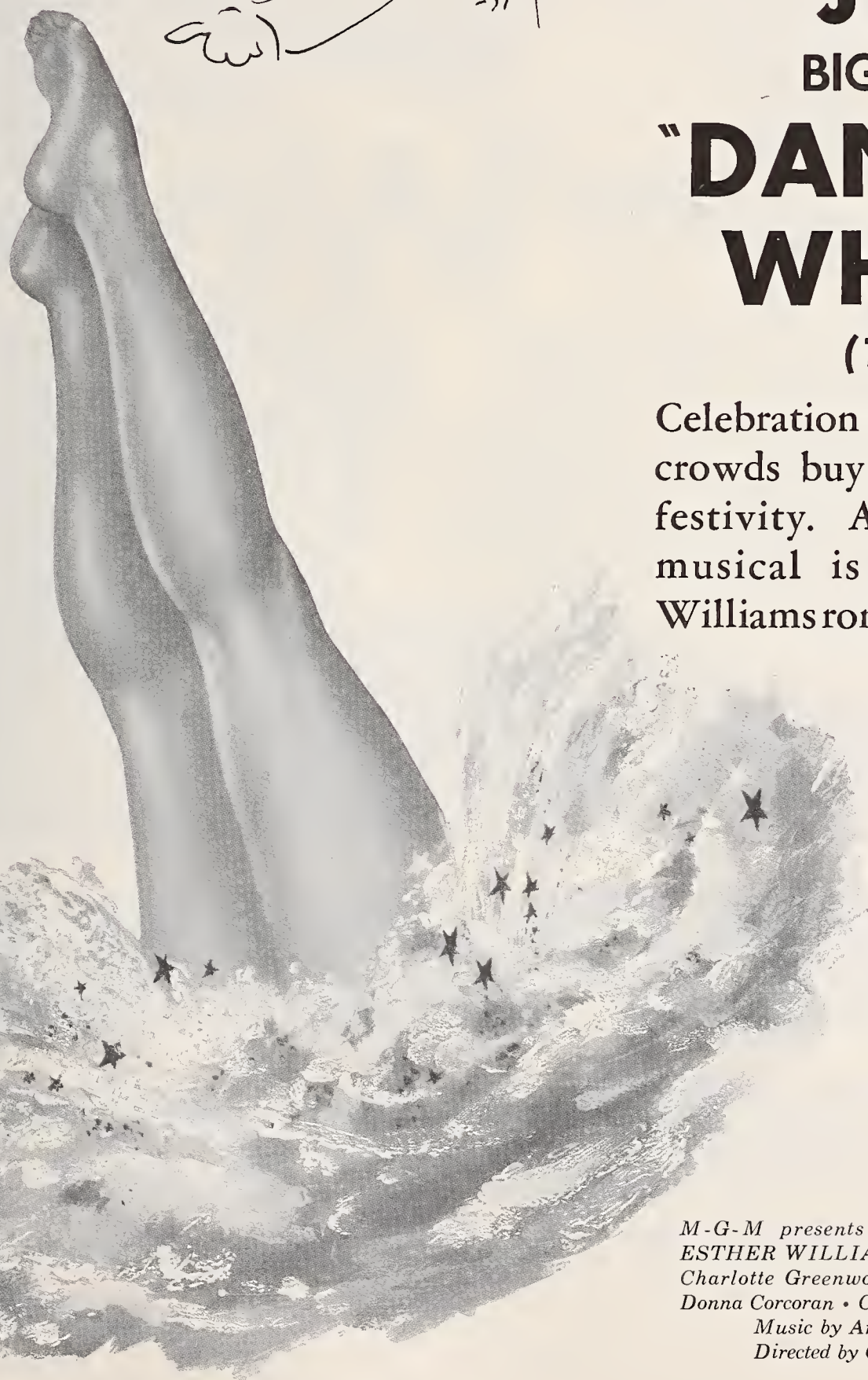
(TECHNICOLOR)

Celebration across the nation! Holiday crowds buy screen fun, frolic, females, festivity. A Big Technicolor money-musical is M-G-M's NEW Esther Williams romance. Cool summertime joy!

"As sure-fire as
anybody's got a
right to expect
any picture to
be." —M. P. DAILY



M-G-M presents "DANGEROUS WHEN WET" • starring
ESTHER WILLIAMS • FERNANDO LAMAS • JACK CARSON
Charlotte Greenwood • Denise Darcel • with William Demarest
Donna Corcoran • Color by Technicolor • Written by Dorothy Kingsley
Music by Arthur Schwartz • Lyrics by Johnny Mercer
Directed by Charles Walters • Produced by George Wells





Women...

Sailing an uncharted course toward

Women...

Hungering after love...
rewarded with terror

Women...

Sold for stolen
gold... bartered
for an
adventure
freedom!

HERBERT J. YATES
presents

A PERILOUS

with **CHARLES WINNINGER · HOPE EMERSON · EILEEN**

VIRGINIA GREY · DOROTHY FORD · BEN COOPER · SCREEN PLAY BY RICHARD WORMS

A REPUBLIC

Republic Pictures

men they have never seen!



JOURNEY

IRISTY · LEIF ERICKSON and VEDA ANN BORG · IAN MAC DONALD

Based on Vingie Roe's Best Selling Novel "The Golden Tide" • DIRECTED BY R.G. SPRINGSTEEN

ICTURE

ration

34 from Col.

(Continued from page 1)

color and equipped with stereophonic sound are:

FORT TI, starring George Montgomery, directed by William Castle and produced by Sam Katzman.

MISS SADIE THOMPSON, starring Rita Hayworth, Jose Ferrer and Aldo Ray, directed by Curtis Bernhardt and produced by Jerry Wald.

GUN FURY, starring Rock Hudson, Donna Reed, Roberta Haynes and Jed Carey, directed by Raoul Walsh and produced by Lewis J. Rachmil.

THE STRANGER WORE A GUN, Randolph Scott and Claire Trevor, directed by Andre de Toth and produced by Harry Joe Brown.

THE NEBRASKAN, directed by Fred F. Sears and produced by Wallace MacDonald.

DRUMS OF TAHITI, to be filmed in Hawaii with a cast headed by Patricia Medina. William Castle will direct for producer Sam Katzman.

FIFTY FATHOMS DEEP, to be produced by the Robert Cohn unit.

Technicolor Films Available

Technicolor productions, available for projection on wide-screen and with stereophonic sound:

THE 5000 FINGERS OF DR. T., a Stanley Kramer production, starring Peter Lind Hayes and Mary Healy, directed by Roy Rowland.

LET'S DO IT AGAIN, starring Jane Wyman, Ray Milland and Aldo Ray, directed by Alexander Hall and produced by Oscar Saul.

CRUISIN' DOWN THE RIVER, starring Billy Daniels, Dick Haymes and Audrey Totter, directed by Richard Quine and produced by Jonie Taps.

CONQUEST OF COCHISE, starring John Hodiak and Joy Page, directed by William Castle, produced by Sam Katzman.

THE BIG JUMP, starring Alan Ladd and Leo Glenn, directed by Terence Young and produced for Warwick Pictures by Irving Allen and Cubby Broccoli.

SLAVES OF BABYLON, starring Richard Conte and Linda Christian, directed by William Castle and produced by Sam Katzman.

PRISONERS OF THE CASBAH, starring Gloria Grahame, Cesar Romero and Turhan Bey, directed by Richard Bare and produced by Sam Katzman.

CHARGE OF THE LANCERS, starring Paulette Goddard and Jean Pierre Aumont, directed by Mark Robson and produced by Irving Allen and Cubby Broccoli.

HELL BELOW ZERO, starring Alan Ladd, directed by Mark Robson and produced by Irving Allen and Cubby Broccoli.

Standard or Wide-Screen Color

Technicolor productions for standard or wide-screen, with conventional sound tracks:

SERPENT OF THE NILE, starring Rhonda Fleming and William Lundigan, directed by William Castle and produced by Sam Katzman.

AMBUSH AT TOMAHAWK GAP, starring John Hodiak, John Derek and David Brian, directed by Fred F. Sears and produced by Wallace MacDonald.

SIREN OF BAGDAD, starring Paul Henreid

Ballantyne to Show Its 3-D in July

Omaha, May 26.—The Ballantyne Company's new 3-D panoramic-stereophonic theatre equipment package, recently announced for sale at about \$6,000, will be given demonstration showings in New York and Chicago some time in July, according to present plans.

Ballantyne executive vice-president J. Robert Hoff disclosed that negotiations are under way for theatre space in the two cities, and that the package would be demonstrated with 3-D films, panoramic films in various ratios, and stereophonic sound.

Review

"Sangaree" (Paramount 3-D) (Paramount)

PARAMOUNT'S first third dimensional film is a beautifully mounted production, with color by Technicolor. The romantic adventure depicted in this film, while it does follow formula lines, offers, in addition to 3-D and Technicolor, a number of tempestuous love scenes, a hair-raising brawl and beautiful Arlene Dahl. These positive ingredients may be sufficient to compensate for weaknesses in plot structure, thereby resulting in solid grosses with proper merchandising.

The element of 3-D in the film is not used for "gimmick" purposes, but is interwoven as a natural medium for the story. There are a number of startling shots, however, although they flow from the action on the screen. A knife, in one scene, appears to be thrown at the audience, for instance.

The story finds handsome Fernando Lamas as Dr. Carlos Morales being granted the stewardship of the Darby estate. His antagonists are Arlene Dahl, the daughter of his benefactor; John Sutton, the man Miss Dahl plans to marry, and Francis L. Sullivan, Miss Dahl's would-be father-in-law. The time is the post-American revolutionary period and the locale is near Savannah, Georgia. Lamas' fight to carry out his trusteeship against plots seeking his ruin carries the story, which is spiced with a successful love affair. When the accent is on action, the film soars in interest. Unfortunately, however, the screenplay, written by David Duncan, appears overloaded with dialogue and contrived situations. The film is replete with sub-plots which weave in and out of the main story line, never fully realized.

One of the highpoints of the film is a love scene between Lamas and Miss Dahl, sparked by Miss Dahl snapping at his lips. The enmity between the two at the beginning disappears, to be sure, by the end of the film.

Others in the cast include Patricia Medina, Charles Korvin, Tom Drake, John Sutton, Willard Parker, Charles Evans and Lester Mathews. William H. Pine and William C. Thomas produced, while Edward Ludwig directed. Frank G. Slaughter's novel, "Sangaree" was adapted by Frank Moss.

Running time, 94 minutes. General audience classification. Release date, not set. MURRAY HOROWITZ

Paramount 3-Dimension Process

The three-dimensional qualities of the Paramount system were excellent in the film, with scene after scene showing evidences of high professional standards. There was a short intermission midway in the film at the Paramount home office projection room and polarizing glasses were used. M.H.

and Patricia Medina, directed by Richard Quine and produced by Sam Katzman.

FLAME OF CALCUTTA, starring Denise Darcel and Patric Knowles, directed by Seymour Friedman and produced by Sam Katzman.

Black-and-white productions, standard or wide-screen and equipped with stereophonic sound:

MISSION OVER KOREA, starring John Hodiak, John Derek, Audrey Totter and Maureen O'Sullivan, directed by Fred F. Sears and produced by Robert Cohn.

FROM HERE TO ETERNITY, Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed are starred, Fred Zinnemann directed and Buddy Adler produced.

SKY COMMANDO, starring Dan Duryea, Frances Gifford and Touch Connors, directed by Fred F. Sears and produced by Sam Katzman.

CHINA VENTURE, starring Edmond O'Brien and Barry Sullivan, Dan Siegal directed and Anson Bond produced.

A NAME FOR HERSELF, starring Judy Holliday and Peter Lawford, directed by George Cukor and produced by Fred Kohlmar.

SCALPEL, starring Charlton Heston, Elizabeth Scott and Dianne Foster, directed by Irving Rapper, with William J. Fadiman as associate producer.

THE WILD ONE, Stanley Kramer production starring Marlon Brando, directed by Laslo Benedek.

THE BIG HEAT, starring Glenn Ford and Gloria Grahame, directed by Fritz Lang and produced by Robert Arthur.

EL ALAMEIN, starring Scott Brady, directed by Fred F. Sears and produced by Wallace MacDonald.

PARIS MODEL, with Marilyn Maxwell and Eva Gabor.

Black-and-white productions, standard or wide-screen and conventional sound track:

THE AFFAIRS OF MESSALINA, starring Maria Felix and George Marchal, and directed by Carmine Gallone.

THE JUGGLER, Stanley Kramer production, starring Kirk Douglas, directed by Edward Dmytryk.

THE 49TH MAN, starring John Ireland and Richard Denning, directed by Fred F. Sears and produced by Sam Katzman.

THE LAST POSSE, starring Broderick Crawford, John Derek, Charles Bickford and Wanda Hendrix, directed by Alfred Werker and produced by Harry Joe Brown.

'Anti-Trust'

(Continued from page 1)

mittee, has introduced a bill to make mandatory only single damages and to make the additional 200 per cent discretionary with the judge. The Motion Picture Association has urged enactment of such a bill, while Allied States Association has opposed it in previous years. Either or both may testify at later hearings on the bill.

Testifying at today's hearing were Reed and spokesmen for the American Bar Association and the New York State Bar Association. All endorsed the bill.

Committee members in their questioning indicated a feeling that the extra damages might be made mandatory if the anti-trust violation were willful, that the question of intent might be submitted to the jury, or that some guideposts should be provided in the bill for judges to know when the extra damages should be awarded.

Vagueness Stressed

All the witnesses emphasized the vagueness of the anti-trust laws and the conflicts among lawyers and judges as to what is and is not legal. They pointed out that many businessmen believe they are acting legally, often on advice of counsel, and find as a result of a later court decision that they have been acting illegally. To subject such men to heavy penalty damages is unjust, it was argued.

"Mandatory treble damages are an alluring bait to commence treble damage suits," Reed said. "They account largely for the great volume of such cases in recent years."

Hammond E. Chaffetz, ABA spokesman, said the original purpose of the treble damage section was to encourage plaintiffs to undertake the burden of costly and uncertain litigation, but that recent developments in anti-trust history have brought "revolutionary changes" favorable to the plaintiff, and the treble damage provision is no longer the necessity it was in the past.

Believed Too Harsh

Speaking for the New York Bar group, Jerrold G. Van Cise argued that juries and courts frequently find defendants innocent because they believe the mandatory treble damages to be too harsh a penalty. Giving the court discretion, he argued, would actually help plaintiffs recover what they're entitled to.

Van Cise urged the subcommittee to make clear whether the bill covers pending cases or only future cases—a point which the present bill does not touch.

Observers at the hearing from the Motion Picture Association were Ed Cooper, Jerry Cahill and Cecil Dickson.

U-I's 'Space' Bows In 3-D, Wide-Screen

HOLLYWOOD, May 26.—The first three-dimensional picture on a wide-screen and in stereophonic sound made its debut here tonight when Universal-International's "It Came from Outer Space" had its world premiere at the RKO Hillside and Pantages Theatres.

The screen developed by U-I has a 1.85-to-1 ratio with a textile base sprayed with an aluminum solution to provide a 4-to-1 light magnifying factor. It is curved on a 90-foot radius.

Richard Carlson and Barbara Rush, stars of the picture, participated in the premiere ceremonies.

Cinerama Cost

(Continued from page 1)

the other, whether a deal would be consummated. The entrance of the Stanley Warner circuit in Cinerama's operations in return for financing would be subject to the approval of either the Department of Justice or the courts, it is understood.

Regarding the move-over from the Broadway Theatre to the Warner Theatre, Latady said the new installation will produce a "clearer, better picture." Present plans, he said, indicate that the Warner's new seating capacity will be 1,535. This compares with the 3,720 seats before remodeling.

The growing number of rival wide-screen systems, he held, is not a threat to Cinerama. The Cinerama executive cited the aim of equipping Cinerama theatres in from 50 to 100 major American cities, at the rate of about three a month. Currently, Cinerama is being shown in Los Angeles and Detroit, in addition to New York. Latady expressed the belief that ultimately there will be some 300 theatres equipped with Cinerama in its present form throughout the world.

Astor Atlanta Fire Loss Set at \$50,000

A loss of approximately \$50,000 was caused by the fire which destroyed the warehouse of Astor Pictures Corp. in Atlanta Monday, a home office spokesman said here yesterday. The loss was covered by insurance.

Posters and extra prints of negatives were destroyed.

Taxes, 3-D

(Continued from page 1)

is used in many instances. He said 3-D tricks must be enhanced by star and story value and urged theatres to install 3-D equipment where at all possible.

McGee told of activities of the tax committee of COMPO and showed film used in the campaign to get the tax taken off. He said things were proceeding in an orderly fashion to what he thought would be a favorable ending.

Neil Beezley, president, put forth a plan to buy 3-D equipment in a pool but said he dropped the matter when he heard of long runs being demanded for product.

The convention sent wires and letters to Congressmen from Rocky Mountain States and to Dan Reed, chairman of the Ways and Means Committee, urging renewed efforts to get a tax cut.

Resolution on Percentages

A resolution called for a realistic approach to percentages being charged on 3-D films, charging that the 50 per cent continued charge could easily discourage exhibitors from installing 3-D.

The meeting closed with a banquet dance and entertainment.

Directors elected include James Peterson, Littleton; John Roberts, Fort Morgan; Fred Hall, Akron; Lloyd Greve, Eagle; Fred Anderson, Eaton; Robert Smith, Steamboat Springs; J. K. Powell, Wray; Neil Beezley, Burlington; Don Monson, Rifle; Robert Walker, Fruita; Gus Ibold, John Wolfberg, J. H. Ashby, Denver; Marie Goodhand, Kimball; Dorrance Schmidt, Bridgeport; Robert Kehr and Dr. F. E. Rider, Wauneta, Neb.; John C. Wood, Springer, and Burle E. Lingle, Astancia, N. M., and Floyd Kerby, Worland, and Richard Ben-net, Sheridan, Wyo.

Directors will meet today to elect officers.

Short Subjects

(Continued from page 1)

program by RKO-Pathé are eight Specials, 13 Sportsopes, 13 Screen-liners, two Sports Specials entitled "Football Headliners" and "Basketball Headliners," and a two-reel musical in Eastman Color, "Holiday Island."

From RKO Radio Pictures will come six Leon Errol re-releases, six Edgar Kennedy re-releases, two "My Pal" re-releases and two Ray Whitley re-releases.

Contributed to the program from the Walt Disney Studio will be "Melody," the first 3-D animated cartoon in Technicolor, which will have its world premiere today at the Paramount in Hollywood and the Downtown in Los Angeles; a new True-Life Adventure, "Prowlers of the Everglades," six Mickey Mouse Birthday cartoons which may be played either singly or as a full-length short feature under the title of "Mickey's Birthday Party," all of which are being released in celebration of Mickey's 25th anniversary; plus a new series of Disney cartoons to be announced later.

A special feature-length release will be RKO Radio's "Merry Mirth-quakes," featuring Liberace, the "Prince of the Piano," as musical master-of-ceremonies tying together three two-reel comedies.

\$402,000 Pledged

(Continued from page 1)

fortunate throughout the world, have placed him in the forefront of the fight against discrimination, oppression and persecution; for many years a UJA leader, his endless sympathy and ardent devotion to organizations and causes dedicated, like himself, to these struggles have earned him the respect, esteem and brotherly love of his colleagues and of the community at large."

Fabian Sees "Revolution"

In accepting the scroll, Fabian said that the industry was going through a revolution and that in a revolution "somebody always gets hurt." However, he said that people who were alert would come through and he expressed the hope that that would apply to everybody in the room.

Rosen, executive vice-president of the circuits, lauded the people of Israel whom he described as pioneers who are as proud of their country as Americans are of theirs. On his own recent trip to Israel, Rosen said he was informed that less than two per cent of the population was Communist, in comparison to a figure as high as 32 per cent in France and Italy.

Johnston, president of the Motion Picture Association of America, based his address on premise that "deeds are more important than words." He gave a summary of his visit to Israel where, he said, he found that the people were rich in spirit which was more valuable than the resources. He described their problems, of which shortages are a vital stumbling block, pointing out that Israel has to import nine times more in commodities than it can export. But he said the people were not downhearted and that they, with the help of UJA, were proving that deeds were more important than words.

In lauding Fabian and Rosen, Johnston said that they had taken on a "big load" and, with their outside activities, were showing a great courage.

Doctor Schwartz, executive vice-chairman of the national United Jewish Appeal, summed up the economic situation in Israel and described the plight of the Jews of Eastern Europe

UK Attendance

(Continued from page 1)

mission rate tended to fall throughout the entire year but that the decline in the fourth quarter reflected, in addition, a normal seasonal decrease in attendance.

Gross box-office receipts for the fourth quarter of 1952 were reported at £25,709,000 (\$71,985,200), reflecting decreases of 8.1 per cent under the previous quarter and 5.2 per cent under the corresponding 1951 quarter.

The average admission price increased to 20.2 pence in the last quarter from 20 pence in the previous quarter.

The receipts reflected smaller payments to the Eady Fund, namely £650,000 (\$1,820,000), as against £745,000 (\$2,086,000) in the corresponding quarter of the previous year. Also, the entertainment tax paid declined from £16,880,000 (\$46,264,000) for the last quarter of 1951, to £16,223,000 (\$45,424,400) for the final quarter last year.

as it was 15 years ago and today.

"The apparent change in Soviet policy hasn't made the world of Eastern Europe any safer for the Jews who live there, daily in fear of their very lives," Doctor Schwartz said. "The Jews are simply pawns in the Soviet's game of power politics, and should their Russian and satellite masters decide to turn on the faucet of anti-Semitism again, they would do it tomorrow without hesitation. These Jews want to leave—they want to go to the only democratic haven open to them—to Israel. Our job here is to help Israel stand strong and ready and able to absorb these new refugees should they be allowed or forced to leave their precarious homes."

Schimmel, in welcoming the guests, said that "what we achieve here today and the final results of the amusement division's drive for the UJA will be the tangible tribute which we will pay to our guests of honor at this luncheon, Si Fabian and Sam Rosen, two men among a number of whom our industry is so justly proud and who merit great honor."

Among the larger contributions to the drive which were announced at the luncheon were those of Albert Warner, Barney Balaban and Fabian—\$25,000 each.

At the same period of the drive last year, the total pledged was \$357,000 or approximately 16 per cent less than the current figure.

Favorite's 12

(Continued from page 1)

tunity for saturation bookings throughout their areas.

Three combinations, "Northwest Stampede" and "Ramrod"; "Body and Soul" and "Four Faces West," and "Sins of Lulu Belle" (formerly "Lulu Belle") and "Ruthless Women" (formerly "Ruthless") will be released starting June 15. Others, including "So This Is New York," "The Other Love," "Private Affairs of Bel Ami," "Let's Live a Little," "The Fabulous Dorseys" and "Hollow Triumph" will follow.

Attending the meeting were Kerman, his partner Joseph Felders; Bert Stern, Pittsburgh; Jack Safer, Indianapolis; Don Swartz, Minneapolis; Harold Schwarz, Dallas; Albert Swerdlove, Boston; Sam Kaplan, Chicago; Bernard Rubin, Cleveland; Herman Gorelick, St. Louis; Eugene Tunick, Cincinnati, and Fred Sandy, Washington, D. C.

Savannah Costumes For Para.'s 'Sangaree'

SAVANNAH, May 26.—Citizens of Savannah today donned pre-Civil War costumes in celebration of the two-theatre world premiere of Paramount's three-dimension production of "Sangaree." A series of public ceremonies, including parades and dances, were held for the opening at the Lucas and Savannah Theatres. Arlene Dahl, the picture's co-star, and William Pine, co-producer, made personal appearances.

Stalag 17

The address of a Prisoner of War Camp ...

A Paramount Picture that "packs solid boxoffice punch." —M.P. Daily



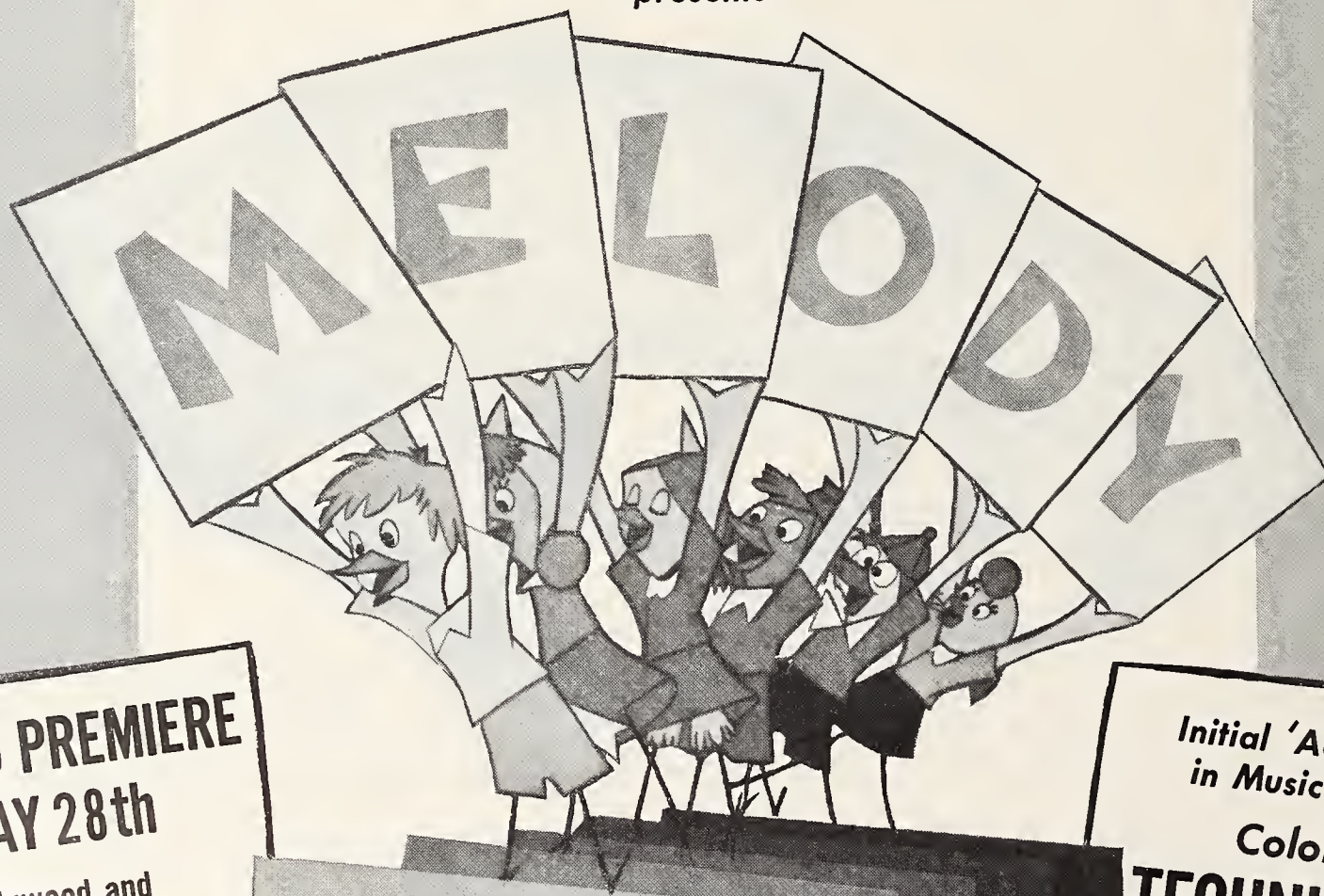
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VOL. 73. NO. 103

NEW YORK, U. S. A., THURSDAY, MAY 28, 1953

TEN CENTS

Allied Artists Plans 35 Films For 1953-54

Increase of 3 Features Over Current Lineup

Allied Artists will have a program of 35 pictures for the 1953-54 season, president Steve Broidy said here yesterday. This represents an increase of three features over the current lineup.

The medium in which each picture will be made has not been determined. Broidy said final decisions will rest with the success and public acceptance of various media now on the market. However, AA has just completed two pictures for wide-screen projection, "Fighter Attack" and "Royal African Rifles." The 35-picture program, Broidy said, will be the largest in

(Continued on page 5)

See Upswing In Financing

Inquiries on bank financing of new pictures by independent producers are on the upswing after a period of comparative inactivity, bankers here disclosed. The reason for the spurt in interest in new production, they say, is the leveling off of skepticism on the future of the 3-D and wide-screen pictures.

"Producers are not so scared of going ahead," one banking executive said. "They know that theatres must keep open and that the only way they can do it is to have plenty of product available."

Interest in high budget production

(Continued on page 4)

Two Terry-Toons In Wide-Screen

Paul Terry, whose Terry-Toons are released through 20th Century-Fox, has two animated cartoons in production designed for wide-screen. However, he has no immediate plans for the production of cartoons in three dimensions.

Terry's program of cartoons on wide-screen has not been determined beyond the two subjects mentioned.

CinemaScope Aspect Ratio Is Reduced to 2.55 to 1

Twentieth Century-Fox is changing the aspect ratio of CinemaScope from 2.66 to 1 to 2.55 to 1, Earl I. Sponable, research director for 20th-Fox, disclosed here yesterday.

The change was decided when the company switched to the composite sound-tracking, or four sound tracks on a single film strip. CinemaScope pictures now will be framed so that screen width will be upwards of two-and-a-half times the height. This also necessitated the reduction of the space between frames to .015 of an inch.

The 20th-Fox quadruple track system calls for sprocket holes of a narrower width and the application of magnetic tracks to the film. The necessary changes in projector sprockets will be nominal in cost, it was stated, and, with the changes, a projector can be used for either stereophonic or regular sound. Sample film with the new sprocket holes and frame-sizes have been delivered by Eastman to 20th-Fox.

Rocky Mt. Owners Reelect Officers

Denver, May 27.—Directors named at yesterday's convention of Allied Rocky Mountain Independent Theatres today reelected John Wolfberg, Denver, national board member; Neil Beezley, Burlington, president; Fred Hall, Akron, vice-president; Joan Carter, Denver, secretary; Gus Ibold, Denver, treasurer, and Joe H. Ashby, general manager.

Ill. Sales Tax Bill Gives Hope for End Of Theatre Levies

CHICAGO, May 27.—Chicago exhibitors are watching with interest a bill introduced in the Illinois House of Representatives at Springfield, which is designed to ease Chicago's financial requirements. It would authorize municipalities to impose a half-cent sales tax without recourse to a referendum to obtain voters' approval.

Passage of the bill could be a boon to Chicago exhibitors, inasmuch as Mayor Kennelly has told industry leaders here he would make every effort to have the city's three per cent amusement tax eliminated if the city were free to impose a local sales tax.

The bill's chances of being enacted, however, are not too strong inasmuch as it has Democratic sponsorship and is opposed by Republicans and Governor Stratton.

British TV Report Off Until June 9

LONDON, May 27.—The anxiously-awaited report of the government's Television Advisory Committee on commercial TV will not now be issued until Parliament resumes on June 9 after the Coronation recess. The report is now in the hands of the Postmaster General but the official is still in the passive stage, although

(Continued on page 4)

New Dimensions Invade Chi. Loop

CHICAGO, May 27.—Screens of Loop theatres here went new dimension in earnest today, with three of five new openings offering new techniques.

"Shane" opened on a wide screen at the State-Lake; "Young Bess" on a wide screen at the Oriental, and the 3-D "Fort Ti" opened at the United Artists. All were drawing good business.

Also opening here today were "Scared Stiff" at the Palace Theatre and "Invaders from Mars" at the RKO Grand.

I.F.E.'s "O.K. Nero," which had its American premiere here yesterday, had a bigger first day's gross than the same company's "Anna," which ran six weeks here, Harry Walders, Midwest manager for I.F.E., has reported.

New Saland Pacts With 14 Exchanges

Nathan Saland, head of Independent Releasing Corp., has closed franchise agreements with 14 additional exchanges.

The new pacts are with: Mangham Enterprises, Atlanta; Federal Film, Boston; Phoenix Films, Albany; Phoenix Films, Buffalo; Screen Guild Productions of the Carolinas, Charlotte; Alliance Films, Canada; Imperial Pictures, Cleveland; Dixie En-

(Continued on page 4)

Outlook Good For Cinerama, S-W Accord

Deal Would Grant S-W Wide Operation Field

Negotiations between Stanley Warner and Cinerama are nearing a conclusion and prospects of a deal being consummated soon are good, it was stated yesterday by one of the principals. Under terms of the projected deal, it was stated, Stanley Warner will obtain exclusive rights for exhibition and distribution of Cinerama equipment, and production of pictures for Cinerama, in return for financing.

The approval of the Department of Justice or the courts will be sought, it is understood, on aspects of the industry Federal consent decree dealing with the separation of exhibition from production. Stanley Warner declined comment on whether the Department

(Continued on page 4)

8 from Para. In 3 Months

Five of eight productions set by Paramount for release in June, July and August will have color by Technicolor.

Leading off in June is "Sangaree," first three-dimension picture in Technicolor, starring Fernando Lamas, Arlene Dahl and Patricia Medina. Following will be "Jamaica Run," Technicolor, starring Ray Milland, Arlene Dahl, Wendell Corey and Patric Knowles; "The Vanquished," Technicolor, starring John Payne,

(Continued on page 4)

No DuMont Appeal Of FCC Decision

Washington, May 27.—Allen DuMont Laboratories will not appeal to the courts the Federal Communications Commission's decision that DuMont is controlled by AB-PT, DuMont attorney William A. Roberts said.

He added that the company would shortly apply to the FCC for a fourth television station, but stated that he could not say where this would be located.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here by plane tomorrow for Europe to attend demonstrations of CinemaScope on the Continent.

CLAIRE LOU GOLD, daughter of **MEL GOLD**, National Screen Service advertising-publicity manager, and head of Universal studio's fan mail publicity department, is due in New York tomorrow from the Coast for a vacation.

GEORGE H. MACKENNA, general manager of Basil's Lafayette Theatre in Buffalo and a member of the city's capital expenditures committee, has been reelected a director of the Main Street Association.

MILTON R. RACKMIL, president of Universal, and **ALFRED E. DAFF**, executive vice-president, will leave New York today by plane for London and will go to Rome from there.

DAVE CANTOR, Eastern director of exploitation for RKO Radio, is in Cleveland today and will visit Indianapolis and Cincinnati before returning to New York tomorrow.

NAT L. LEFTON, former Republic franchise holder in Cleveland, is visiting there from his winter home in Venice, Fla.

LOU WEINER, publicist, is recovering from an operation at Wadsworth General Hospital in West Los Angeles.

JULIUS LAMM, manager of the Colony Theatre, Cleveland, and **MRS. LAMM**, are visiting their son, **IRVING**, in Los Angeles.

WOLFE COHEN, president of Warner Brothers International, returned to New York yesterday from a tour of company offices in the Far East.

FRANK E. CALLAWAY, owner of the York-Clover Drive-in Theatre in York, S. C., is the father of a girl born recently to **MRS. CALLAWAY**.

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, is in Pittsburgh from here.

BARNEY BALABAN, Paramount president, returned to New York yesterday from Europe.

G. L. CARRINGTON, president of Altec Service Corp., has arrived in New York from the Coast by plane.

HAROLD WIESENTHAL, president of Arlan Pictures, will return to New York today from Chicago.

W. R. FRANK, Minneapolis circuit operator and producer, is confined to Northwestern Hospital, there.

ED STEVENS, president of Stevens Pictures, Atlanta, has returned there after a trip to his branch in Miami.

Uses Miracle Screen To Enlarge Picture

With use of its all-purpose **Miracle Mirror** screen, the **RKO 86th Street Theatre** has enlarged the picture of conventional films from 24 feet wide by 18 feet high to 36 feet wide by 21 feet high. The enlarged dimensions are being used for the theatre's current attraction, "Call Me Madam."

As reported previously, the **RKO 86th Street Theatre** will be utilized for experimental purposes by the **RKO** circuit.

CinemaScope Bows In New England

BOSTON, May 27.—An enthusiastic response greeted 20th Century-Fox's demonstration of CinemaScope at the Metropolitan Theatre here.

New England theatremen and press representatives who attended heard **Al Lichtman**, 20th's distribution director, tell of CinemaScope plans. Shown were scenes from "The Robe" and "How to Marry a Millionaire."

The next two CinemaScope demonstrations will take place at **Loew's Grand Theatre**, Atlanta, set for Monday, and the **Orpheum**, Kansas City, slated for Tuesday.

Altec Also in Show

BOSTON, May 27.—The Altec stereophonic sound system was demonstrated here at the Metropolitan Theatre in conjunction with the CinemaScope show. The Altec system, it was stated, is an integral sound feature of CinemaScope.

Drive-in Charges Discrimination

MARIETTA, O., May 27.—Operators of the suburban Starlite Drive-in have filed suit against Universal-International and Washington Theatres of Cleveland, charging that the plaintiffs have employed discriminatory practices in selling product away from the Starlite in favor of the local Washington operation. It is further alleged that Washington Theatres contemplates the construction and operation of a drive-in within close proximity to the Starlite, to the plaintiff's further detriment.

Scherb to 'Redbook'

Albert H. Scherb has been appointed to the Chicago sales staff of *Redbook Magazine*, it was announced by **William E. Terry**, advertising manager. Scherb joins *Redbook* after 16 years with the *Chicago Daily News*, *Chicago Tribune*, radio and TV station **WGN**, Chicago, and the Chicago sales staff of *Quick Magazine*. Terry also announced the promotion of **Edward Walters** from the Chicago sales staff of *Redbook's* shopping section to the Chicago display sales staff.

Survey on Screen Size Limits Set

Samples of the questionnaire in the nationwide theatre survey, designed to define the auditorium limitations governing screen dimensions, were sent out to industry organizations by the Society of Motion Picture and Television Engineers.

Organizations slated to participate in the survey include the **Altec Service Co.**, **RCA Service Co.**, **Allied States Association**, **Theatre Owners of America**, **Metropolitan Motion Picture Theatre Owners Association**, **Independent Theatre Owners of America**, **Theatre Equipment Dealers Association**, **Theatre Equipment and Supply Manufacturers' Association** and **National Theatre Supply Co.**

Conducted by SMPTE

The **SMPTE**, which is conducting the survey, has also included questions in its form relating to 3-D, wide-screen plans of theatres, seating capacity and projection distance. Tuesday's **MOTION PICTURE DAILY** reported that the survey was already underway; this was due to a misunderstanding regarding the forthcoming **SMPTE** announcement.

Sees No Relaxing Of Code for 3-D

CLEVELAND, May 27.—The Production Code will be as rigidly enforced with regard to 3-D pictures as it has been with conventional films, **Marjorie Dawson**, executive of the community relations division of the Motion Picture Association of America, told a meeting here of the Motion Picture Council of Greater Cleveland.

At the meeting the following officers were elected: **Mrs. William G. Sullivan**, president; **Virginia Beard**, vice-president; **Mrs. J. A. Chase**, secretary; **Mrs. F. J. Chapman**, treasurer.

Federation Tribute To 3-Dimension

The General Federation of Women's Clubs will pay tribute to three-dimensional developments by honoring the first "3-D" twins at a luncheon tomorrow at the **Hotel Statler** in Washington, where 3,500 delegates are in session at the Federation's annual convention. The twins, 24-year-old **Tani** and **Dran Seitz**, appear in "I, the Jury," produced by **Victor Saville**.

The luncheon, at which **Eric Johnston**, president of the Motion Picture Association of America, will speak, is under the auspices of the Federation's motion picture division, of which **Mrs. Dean Gray Edwards** is chairman.

Reiner Due from Tour

Manny Reiner, foreign sales manager for **Samuel Goldwyn Productions**, will return here tomorrow from a two-month tour of the Far and Near East, where he met with **RKO Radio** foreign managers relative to distribution of "Hans Christian Andersen." Reiner will return to France June 8 and remain in Europe for a few months.

NEWS in Brief . . .

ALBANY, N. Y., May 27.—New York Variety Club Foundation to Combat Epilepsy, Inc. has registered a certificate under the membership section of the corporation law to operate and contribute to the Variety Club Clinic for Children with Epilepsy, established at **Columbia Presbyterian Hospital**. The Foundation may also contribute to "any other clinics, hospitals or institutions which are associated with the general problem of epilepsy."

Directors are: **Edward Lachman**, **Herman Robbins**, **Walter Reade, Jr.**, **William J. German**, **Richard F. Walsh**, **Albert G. Gorson**, **Martin Kornbluth**, **Ira Meinhardt** and **Dr. H. Houston Merritt**.

HOLLYWOOD, May 27.—**Robert L. Lippert**, in acquiring the **Motor-Vu Drive-in** at **El Centro** and opening the new **Starlight Drive-in** at **Fresno**, has increased his theatre holdings to 68 houses.

The **El Centro** drive-in, which has a capacity of 750 cars, was purchased by **Lippert** from **Sam** and **Jules Gillette** and **Leroy Bowen**.

The new **Starlight Drive-in** has a single entrance, but two screens, and can accommodate 900 cars on each side.

Former world's heavyweight champion **Joe Louis** will tour 27 key cities on behalf of his forthcoming picture, "The Joe Louis Story," which is scheduled for distribution late this summer.

The tour will get underway tomorrow in Chicago in connection with **Louis'** stage appearance at the **Regal Theatre**.

HOLLYWOOD, May 27.—The Screen Producers Guild has elected **Carey Wilson** president, **Samuel G. Engel** first vice-president, **Arthur Freed** second vice-president, **Jesse L. Lasky** third vice-president, **Walter M. Mirisch** treasurer, **William H. Wright** assistant treasurer, and **W. Thomas** executive secretary.

Legion Places 4 in Class B; 15 Class A

The National Legion of Decency cites four films in Class B, seven in Class A, section two, and eight in Class A, section one.

In Class B are listed "Pickup on South Street," "A Slight Case of Larceny," "Take Me to Town" and "Rome—Eleven O'Clock."

Included in Class A, section two are "Fair Winds to Java," "The Farmer Takes A Wife," "Ring Around the Clock," "The Vanquished," "All I Desire," "A Perilous Journey" and "Stalag 17."

Films in Class A, section one are "Francis Covers the Big Town," "The Homesteaders," "Julius Caesar," "Roar of the Crowd," "Scared Stiff," "Young Bess," "The Glory Brigade" and "Slaves of Babylon."

Get the Cerebral Palsy Campaign Trailer at Your N.S.S. Exchange.



IT ROARS FIRST ON THE 17th OF JUNE!

WARNER BROS! SCREAMING TV-AND-RADIO AREA-BY-AREA SATURATION IS SET TO BEGIN! GET YOUR DATE IN NOW! NOW! NOW! SEE THE PRESSBOOK NOW! SEE THE TOWERING 10-FOOT LOBBY DISPLAY! (IT'S ANIMATED! IT HAS SOUND, 'SMOKE,' FLASHING LIGHTS!) SEE THE SMASH ADS! SEE THE TWO FREE TEASER TRAILERS! SEE THE CIRCUS HERALD! SEE THE STUNTS!

"THE BEAST FROM 20,000 FATHOMS" STARRING PAUL CHRISTIAN • PAULA RAYMOND • CECIL KELLAWAY
KENNETH TOBEY • JACK PENNICK Screen Play by LOU MORHEIM and FRED FREIBERGER Suggested by the Saturday Evening Post
Photography by Jack Russell, A.S.C. • Associate Producer BERNARD W. BURTON • Technical Effects Created by RAY HARRYHAUSEN • Music by David Buttolph • Produced by HAL CHESTER and JACK DIETZ
Directed by EUGENE LOURIE • Distributed by WARNER BROS.

**SEE WARNER SHOWMANSHIP
SHOW THE WAY AGAIN!**

Cinerama

(Continued from page 1)

of Justice's views already have been sounded out.

It was reported that provisions of the deal, still under negotiation, call for the exhibition of Cinerama in from 15 to 50 Stanley Warner Theatres and the possible equipping of others, as well as production of a Cinerama feature under the aegis of Stanley Warner. It is indicated that these terms would require an expenditure by Stanley Warner of about \$50,000 per theatre for installation costs, in addition to approximately \$2,000,000 to underwrite a new Cinerama production.

British TV Report

(Continued from page 1)

printers, flooded with work arising from the Coronation, are unable to deal with it until later.

The report will be found to be an exhaustive exposition of available frequencies and will guide the government on policy in regard not only to commercial TV generally but to the film-trade's claims to its own wavelengths.

The government assesses the growth of television here for the next few years at a rate of about 600,000 sets a year. On March 31 last the number of domestic receiving licenses issued was 2,142,452; about 700,000 were bought in the year up to April 30 last, the abnormal number being due to the Coronation.

SMPTE Talks Set

John A. Norling, chairman of the stereoscopic motion picture committee of the Society of Motion Picture and Television Engineers will discuss the basic principles of 3-D photography and 3-D projection at the Central Atlantic Optometric Assembly in the Ritz Carlton Hotel, Atlantic City, tomorrow. On the same program, Dr. T. R. Murroughs, vision authority, will speak on the relation of visual space to wide-screen and 3-D films.

Buffalo V. C. Tourney Set

BUFFALO, May 27.—The annual golf tournament of the Variety Club of Buffalo will be held on July 13 at the Westwood Country Club. Jack Goldstein is chairman.

Continent to Watch Coronation on TV

London, May 27.—Europe's TV services will carry out what is claimed to be the widest-ever television link-up on Coronation Day. For the first time, the BBC's "live" TV pictures will be shown throughout France, Belgium, Holland and Germany.

A Continental distributing center has been established at Cassel in France, 125 miles from London, and the distance is bridged by portable micro-wave radio links in five stages. From Cassel the program will be distributed to 27 transmitters in a 900-mile network. Test screenings have already been made.

Leigh Plans Demonstration Of 2 Wide-Angle Systems

Demonstrations of two new wide-angle optical systems, developed under the sponsorship of Douglas Leigh, prominent in the outdoor advertising field, will be held in New York shortly, Leigh disclosed yesterday.

One system, called "Glamorama," was described as being similar to Cinerama but requires only one camera and one standard projector. It requires a wide-angle optical device which picks up 105 degrees of the distorted photographic field, and which can be transferred, without distortion, to a deeply curved screen. Leigh sees this system being utilized on a road-show policy.

The other system, called "Superama," was described as similar to

CinemaScope with the added advantage claimed of producing a sharper image and getting "more picture" on the screen. The system, it was stated, takes a picture of 74-84 degrees of the photographic field, and projects it on any flat or slightly curved screen. Leigh said it can be used for any screen size ranging from 1 to 1.66 aspect ratio to 1 to 2.66.

Leigh said that he plans to license his systems for production and distribution. He added that demonstrations on the Coast have been held for Paramount and RKO Radio and that Paramount is currently conducting tests with the "Superama" system. The first demonstrations in New York will be of "Superama," he said.

Interstate Orders RCA Stereo Sound

CAMDEN, N. J., May 27.—Thirty-one Texas theatres of the Interstate Circuit will be equipped shortly with complete RCA 3-D stereophonic sound system, it was announced here by J. F. O'Brien, manager of the theatre equipment section of RCA Victor.

The houses include the Metropolitan, Village, Alabama, Tower, Alameda, North Main, Eastwood, and Garden Oaks, all in Houston; the Aztec and Broadway, San Antonio; Paramount, Austin; Waco, Waco; State, Galveston; Tyler, Tyler; Wichita, Wichita Falls; Paramount, Amarillo; Paramount, Abilene; Plaza, El Paso; Vernon, Vernon; Majestic, Brownsville; Arcadia, Harlingen; Palace, McAllen; Campus, Denton; Arlington, Arlington; the Village, Inwood and Lakewood, all in Dallas, and the Parkway, Bowie and Tower in Fort Worth.

Will Attend Atlanta Meet

M. G. Thomas, Altec Southern division manager; Bruce Newborn, Atlanta branch manager; E. C. Lyman, Nashville representative, and Charles Kaufman will represent Altec at the annual convention of the Theatre Owners of Georgia and Alabama which will open Sunday at the Biltmore Hotel in Atlanta.

Armour Closes Rank Deal

LONDON, May 27.—Republic's newly-appointed U. K. managing director, Reginald Armour, has negotiated his company's first major deal with the Rank circuit. It will take "Fair Wind to Java" and give it top treatment. The picture gets a West End showing in the much-sought-after Coronation Week.

Citation for 'Tightrope'

A special scroll for "Man on a Tightrope" for its "portrayal of escape from tyranny," will be presented to 20th Century-Fox by the International Rescue Committee at the picture's benefit premiere on June 4 at the Mayfair Theatre here.

Condemn Neb. House

HEBRON, NEB., May 27.—The Majestic Theatre here has been condemned by state officials as a result of damage suffered in the recent tornado. The house will be rebuilt.

Canada Turns Out Polarized Glasses

TORONTO, May 27.—The General Theatre Supply Co., a subsidiary of Famous Players Canadian Corp., has started delivery of made-in-Canada plastic polarized glasses with the transfer of "The House of Wax" to Famous Players' Nortown Theatre, Toronto, after its first-run of three weeks at the Shea Theatre in downtown, Toronto.

The viewers have adjustable plastic-covered metal ear pieces.

Newman in New Post

BOSTON, May 27.—Lewis Newman, who for 20 years was associated with Paramount-Publix Theatres here, and more recently was with TransLux Theatres of New York and Boston, has been named managing director of the Beacon Hill here, replacing Tom Dowd, who has gone to the Avon Cinema, Providence, for Lockwood & Gordon.

Mahon on World Tour

J. Barrett Mahon, producer of the Errol Flynn pictures, "Crossed Swords" and the forthcoming "William Tell," has left New York for Hollywood on the second leg of a round-world trip which will take him back to Rome, where on June 10 he will start production of "William Tell."

File Pa. Incorporation

HARRISBURG, Pa., May 27.—Main Line Theatres, Inc., Devon, Pa., has been incorporated by the state at \$10,000 to own, buy, sell and operate indoor or outdoor motion picture theatres. Incorporators are: Willis W. Smith, Gladwyn; V. C. Smith, Stafford, and Anne Boyle, Camden, N. J.

Hayes-Healy Tour Set

Peter Lind Hayes and Mary Healy will alternate their summer tours of western night clubs with exploitation stints on "The 5,000 Fingers of Dr. T." Columbia release in which they are starred.

CinemaScope 'Profiled'

CinemaScope, and Marilyn Monroe, starring next in "Gentlemen Prefer Blondes," are seen and described in nine pages in the June issue of Photography magazine.

Paramount

(Continued from page 1)

Coleen Gray and Jan Sterling, and Hal Wallis' "Scared Stiff," in stereophonic sound, with Dean Martin and Jerry Lewis.

July will bring the release of George Pal's "Houdini," Technicolor, starring Tony Curtis and Janet Leigh, and Billy Wilder's "Stalag 17," starring William Holden, Don Taylor and Otto Preminger.

August releases are "Forever Female," starring Ginger Rogers, William Holden and Paul Douglas, and Nat Holt's "Arrowhead," in Technicolor, starring Charlton Heston and Jack Palance.

See Upswing

(Continued from page 1)

"feelers" are beginning to appear. Conventional 2-D pictures will have a market for a long time to come, bankers assert, and a number of independent producers are planning moderately budgeted features in either 3-D or wide-screen.

The period of "watchful waiting" to see what is going to happen in connection with the new media apparently is coming to an end, financing interests say. Two months ago most independent producers were reluctant to go ahead with a new picture because of the possibility that the method used would be antiquated before it reached the screens.

New Saland Pacts

(Continued from page 1)

terprises, Kansas City; Independent Film Distributors, Minneapolis and Milwaukee; Lippert Pictures of Louisiana, New Orleans; Crown Film, Pittsburgh; Hal C. Fuller, Portland-Seattle; Jack Jaslow, Philadelphia; Tower Pictures, San Francisco.

IRC currently is re-issuing the former Spitz-Goetz features: "Along Came Jones," "Casanova Brown," "Belle of the Yukon," "Woman in the Window," "It's A Pleasure" and "Tomorrow Is Forever."

Saland also revealed that IRC has plans for new feature production.

Heads Palsy Benefit

Mrs. Louis J. Robbins, president of the women's division of United Cerebral Palsy of New York City, Inc., has accepted the chairmanship of the organization's committee for the benefit world premiere of S. P. Eagle's widescreen, stereophonic color by Technicolor musical, "Melba" at the Capitol Theatre here on the evening of June 24.

Projectionists Pact Set

PORTLAND, ORE., May 27.—A new agreement for booth operators has been reached by downtown theatres here and the local operators union. Henceforth there will be one operator in the booth for the showing of regular features, and two operators when 3-D pictures are shown.

To Film 'Dark of Moon'

HOLLYWOOD, May 27.—"Dark of the Moon," Broadway stage play, will be independently produced by John Ireland and Jack Palance. It will be done in color and in 3-D and wide-screen.

Get the Cerebral Palsy Campaign Trailer at Your N.S.S. Exchange.

Academy OK for 20 New Members

HOLLYWOOD, May 27.—The addition of 20 new members to the Academy of Motion Picture Arts and Sciences by vote of the board of governors was announced as follows:

Jose Ferrer, Phyllis Kirk, Groucho Marx, Ricardo Montalban, Mala Powers, John H. Auer, G. Ralph Branton, Steve Broidy, Harold J. Mirisch, Charles Koff, Bert A. Shefter, John C. Flinn, John Houseman, Vincent Fennelly, William T. Hurtz, John R. Kinney, Jack Ballard, Barnett Shapiro, J. E. Ted Jones and Alan Livingston.

Requests for membership reinstatement were granted to Rhonda Fleming, Lewis J. Rachmil and Walter Doniger. The following branch transfers were approved: Samuel J. Brisken, from executives to producers, and Robert H. Rains and Al Horwits from public relations to executives.

Pass Admittance Bill

HARTFORD, Conn., May 27.—A bill prohibiting places of public amusement in this state from barring anyone who purchases a ticket, other than those committing a nuisance, has been approved by the House, Senate and General Assembly. It now goes to Gov. John Davis Lodge for signing.

News on Wide Screen

In addition to the feature, "Thunder Bay," Loew's State Theatre here also is showing its News of the Day newsreel on wide-screen. The effect of news scenes is said to be considerably enhanced by the new scope.

35 from Allied Artists

(Continued from page 1)

recent Allied Artists or Monogram history.

According to Morey Goldstein, general sales manager, AA's first 3-D picture, "The Maze," will have the fastest playoff of any picture produced by the company. Between 200 and 250 dates already have been set up on the RKO, Butterfield and American Broadcasting-Paramount Theatres circuits. On the latter circuit, the bookings are principally in its theatres in New England, the Northwest and the Coast, Goldstein said.

"The Maze" will be released nationally on June 23 when it goes into the Downtown, Los Angeles, and the

Hollywood, Hollywood, playing day-and-date. The other engagements will start about July 1, Goldstein said.

Broidy and John Flinn, AA's advertising-publicity director, are slated to leave New York today for the Coast.

Allied Artists producer Lindsley Parsons will put one picture a month into production during the next four months. On June 19 he will launch "Mexican Quest," George Brent starrer; on July 15 he will begin filming "Slade," to star Mark Stevens; in mid-August, "Ketchikan" will roll on location in Alaska, and in late September, he will start on the next, untitled, Kirby Grant starrer.

Six Films Started; 20 Now Shooting

HOLLYWOOD, May 27.—The production index moved up one point for a total of 20 pictures in work. Six pictures were started and five were completed.

Started were: "Northern Patrol" (Lindsley Parsons) and "Clipped Wings," Allied Artists; "El Alamein," Columbia; "Fury in the Jungle" (Ben Bogaus), Independent; "Flight to Tangier" (3-D) and "Lost Treasure of the Amazon" (Pine-Thomas, 3-D), Paramount.

Completed were: "The Royal African Rifles," Allied Artists; "Scalpel," Columbia; "Outlaw Territory" (Jack Broder); "The Joe Louis Story" (Federated Films), United Artists, and "Shark River" (John Rawlins), Independent.

New License Fees Effective in Penna.

HARRISBURG, Pa., May 27. — Gov. John S. Fine has signed into law a \$135,000 a year increase in state license fees, including fees for motion picture projectionists and theatrical agencies. Fee for an initial application to take an examination as a projectionist is increased from \$2 to \$3, and from \$5 to \$7.50 after passing it.

Theatrical agency license fees also are increased, from \$100 to \$150.

To Film Life of Williams

NEW ORLEANS, May 27.—A picture, to be made in 2-D and 3-D, and which will be based on the life of Hank Williams, hillbilly actor and singer who died last year, will be produced in Hollywood by Wilshire Pictures.

Injunction Denied In Suit Over Title

In an action involving similarity of titles of a picture distributed by Merne Productions and another by United Artists, New York Supreme Court Justice Kenneth O'Brien yesterday denied a plea by Merne for injunctive relief on the grounds that there was insufficient showing to warrant an injunction. However, Justice O'Brien promised an early trial.

The suit was brought by David Dietz and William Horne, owners of the American rights to a British picture, "Assassin for Hire," who named United Artists and Rugoff & Becker's Sutton Theatre here as defendants. It is charged that UA acquired a picture titled "The Venetian Bird" and changed the title to "The Assassin," which played at the Sutton. The plaintiffs seek to stop UA from using that title, claiming that its similarity to "Assassin for Hire" is harmful to their picture.

Rogers Collections Up

With a check for \$2,790, Loew's Theatres brought its collections for the Will Rogers Memorial Hospital up to \$11,668. The check represents approximately two months' collections, including a special Easter week drive.

Large-Screen in Buffalo

BUFFALO, May 27.—The new Paramount stage-size screen and stereophonic sound will be introduced to Buffalo at the Paramount Theatre with the opening of "Shane" on Thursday, June 11.

PARAMOUNT TRADE SHOWS

Monday, June 8, 1953

CHARLTON HESTON in ARROWHEAD

co-starring

JACK PALANCE • KATY JURADO

Brian Keith • Mary Sinclair

Color by TECHNICOLOR

Written for the Screen and Directed by

CHARLES MARQUIS WARREN

Based on a novel by W. R. Burnett

Produced by NAT HOLT

CITY

PLACE OF SCREENING

TIME

ALBANY.....	FOX SCREENING ROOM, 1052 Broadway.....	2:30 P.M.
ATLANTA.....	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.....	2 P.M.
BOSTON.....	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street.....	2 P.M.
BUFFALO.....	PARAMOUNT PROJ. ROOM, 464 Franklin Street.....	2 P.M.
CHARLOTTE.....	PARAMOUNT PROJ. ROOM, 305-7 South Church Street.....	10 A.M.
CHICAGO.....	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue.....	1:30 P.M.
CINCINNATI.....	FOX SCREENING ROOM, 1638 Central Parkway.....	2:30 P.M.
CLEVELAND.....	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street.....	8:15 P.M.
DALLAS.....	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway.....	2:30 P.M.
DENVER.....	PARAMOUNT PROJ. ROOM, 2100 Stout Street.....	2 P.M.
DES MOINES.....	PARAMOUNT PROJ. ROOM, 1125 High Street.....	2 P.M.
DETROIT.....	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue.....	2 P.M.
INDIANAPOLIS.....	PARAMOUNT PROJ. ROOM, 116 West Michigan Street.....	10:30 A.M.
* JACKSONVILLE.....	FLORIDA THEATRES SCREENING ROOM, Florida Theo. Bldg.....	2 P.M.
KANSAS CITY.....	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street.....	2 P.M.
LOS ANGELES.....	PARAMOUNT PROJ. ROOM, 1613 West 20th Street.....	1:30 P.M.
MEMPHIS.....	PARAMOUNT PROJ. ROOM, 362 South Second Street.....	12:15 NOON
MILWAUKEE.....	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street.....	2 P.M.
MINNEAPOLIS.....	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue.....	2 P.M.
NEW HAVEN.....	PARAMOUNT PROJ. ROOM, 82 Stote Street.....	2 P.M.
NEW ORLEANS.....	PARAMOUNT PROJ. ROOM, 215 South Liberty Street.....	10:30 A.M.
NEW YORK CITY.....	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.).....	2:30 P.M.
OKLAHOMA CITY.....	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue.....	10:30 A.M.
OMAHA.....	FOX SCREENING ROOM, 1502 Davenport Street.....	1:30 P.M.
PHILADELPHIA.....	PARAMOUNT PROJ. ROOM, 248 North 12th Street.....	2 P.M.
PITTSBURGH.....	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies.....	2 P.M.
PORTLAND.....	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue.....	2 P.M.
ST. LOUIS.....	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street.....	1 P.M.
SALT LAKE CITY.....	PARAMOUNT PROJ. ROOM, 270 East 1st South Street.....	1:30 P.M.
SAN FRANCISCO.....	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.....	2 P.M.
SEATTLE.....	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.....	1:30 P.M.
WASHINGTON.....	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.....	8:30 P.M.

* NOTE: Will be shown on June 9th in Jacksonville

READY NOW!

The first 2-reel comedy
featurette in **3-D!**

Ideal for showing with
your next three-
dimensional feature!

THE
3 STOOGES
IN
3-DIMENSIONS
IN
"SPOOKS"

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made-to-order
for them!...and this
is made-to-order for you!
A sure boost for any 3-D show!

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FIRST
IN
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NEWS

MOTION PICTURE DAILY

Accurate
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VOL. 73. NO. 104

NEW YORK, U.S.A., FRIDAY, MAY 29, 1953

TEN CENTS

See FCC Okay Of Theatre TV 'Compromise'

Report Recommendation Of Industry Formula

By J. A. OTTEN

WASHINGTON, May 28. — The Federal Communications Commission is expected to approve late next month the motion picture industry's compromise theatre television proposal.

The FCC staff, it was learned, has recommended that the Commission grant the industry's request for authority to have special theatre television common carriers use the frequencies now assigned to other common carriers. The matter is scheduled to go before the full Commission during the week of June 22, with a decision likely late that week.

The matter has been on the Commission's agenda, it was also learned.
(Continued on page 5)

4,000 to 5,000 CinemaScope Lenses By the Year's End

From 4,000 to 5,000 CinemaScope lenses are due to be delivered by the Bausch and Lomb Optical Co. by the end of the year, Earl I. Sponable, 20th Century-Fox research director, disclosed here yesterday. This commitment by Bausch and Lomb, Sponable said, indicates that there will be no shortage in CinemaScope lenses.

Sponable is due to go to Europe shortly in conjunction with plans to set up CinemaScope demonstrations. Spyros P. Skouras, 20th-Fox president, is scheduled to leave here today for the same purpose.

Some Censorship of Coronation Likely

American newsreels were informed yesterday that the British Earl Marshal may insist on a partial censorship of that portion of the newsreel footage shot at the actual Coronation of Elizabeth inside Westminster Abbey. This could mean a delay in get-

(Continued on page 4)

Balaban Says Industries Abroad Are Excited Over New Technical Media

The enthusiasm for three dimensional films and wide-screen developments is just as great in Europe as it is in the United States, Barney Balaban, president of Paramount Pictures, said here yesterday.



Barney Balaban

Balaban, returned from a 10-day trip to London and Paris, said all levels of industry opinion abroad are excited about the new technological processes. While in London and Paris, Balaban conferred with Paramount foreign chiefs.

Balaban said that Y. Frank Freeman, vice-president and studio head, may come East again shortly for top level conferences. He said he would go to the Coast if Freeman is unable to come East.

Justices to Study SBC Hearings for Remedies

WASHINGTON, May 28.—The Justice Department will "take whatever action is necessary" upon completion of its study of the Senate Small Business sub-committee hearings on exhibitor-distributor problems, which unexpectedly wound up today.

The position of the Justice Department was outlined by Attorney General Brownell to sub-committee chairman Schoepel (R., Kans.) as the hearings finished suddenly without the appearance of Justice Department witnesses—long awaited for key testimony. Schoepel said Justice would file a statement after it finishes an intensive study of the testimony and exhibits given to the Senate hearings. Brownell had told him, Schoepel added, that once the study is completed, Justice will take appropriate action to take care of industry problems.

Schoepel also stated that he wanted the sub-committee, before writing its
(Continued on page 5)

Picker MMPTA Committee Head

Eugene Picker, Loew's Theatres executive, yesterday was elected chairman of the executive committee of the Metropolitan Motion Picture Theatres Association at a board meeting held in the St. Moritz Hotel here, president Emanuel Frisch announced.

A tribute was paid at the meeting to Oscar Doob, retiring chairman, by Samuel Rosen, vice-president of Stanley Warner, who, in a resolution, extended to Doob "best wishes for the continued brilliant and successful career in his new endeavor at M-G-M." Doob recently moved from Loew's theatre department to the picture company.

Home TV Will Get Priority on Bout

The first opportunity to bid for the next Rocky Marciano heavyweight title bout will go to the Gillette Razor Co., for sponsorship on home TV, an International Boxing Club spokesman stated here yesterday.

The IBC made this statement in response to a comment by Marciano's manager, Al Weill, expressing a preference for theatre television. Weill, discussing a possible match with Roland LaStarza in New York in September, said if theatre TV paid \$1 per seat for non-title fights "they
(Continued on page 4)

Para. Short Subjects To Be Made at 1.66

All Paramount short subjects, including newsreels and animated cartoons, hereafter will be shot for an aspect ratio of 1.66 to 1, or a proportion of 5 to 3. Paramount News cameramen last week were instructed to set their range finders at the new dimension so as to accommodate wide screens.

Future cartoons and short "live" subjects will be made for the same aspect ratio. These will be for next season's lineup, completed product on the current schedule having been made in the conventional dimensions.

W.B. to Make 22 in 3-D, Starting Now

Reception of 'Wax' Set Policy, J. L. Warner Says

Warner Bros. plans to make 22 of the features on its forthcoming schedule in 3-D, Jack L. Warner, vice-president and executive producer said here yesterday.

The heavy volume of 3-D productions represents exactly half of the company's production schedule of 44 features which it announced on May 6 would be made between now and the latter part of 1954.

Warner attributed the production decision to the reception accorded the company's first 3-D picture, "House of Wax," by exhibitors and the public. The 22 films in 3-D also will be made in WarnerColor, with Warner-Phonic sound, and will be photographed with the company's recently announced all-media camera, he said. In addition, the WarnerScope wide-screen process will be used in every instance in which the individual story
(Continued on page 5)

N.Y. Court Upholds Pre-Censorship in 'La Ronde' Decision

ALBANY, May 28.—The Court of Appeals, New York State's highest court, dealt industry efforts to eliminate statutory censorship of films a severe blow today in holding, in a four to two decision, that the state law authorizing pre-censorship of films is constitutional and not a restraint on free expression as guaranteed by the U. S. Constitution.

Indications are that the case will be appealed to the U. S. Supreme Court
(Continued on page 4)

Broumas Starts Film Buying Service

WASHINGTON, May 28.—John Broumas has resigned as general manager of Roth Theatres and Pitts-Roth Theatres to set up his own buying and booking service here. In addition, he will offer his accounts assistance in
(Continued on page 4)

Personal Mention

JAMES R. GRAINGER, president of RKO Radio, and **CHARLES BOASBERG**, general sales manager, will return to New York today from Hollywood.

JOHN McCULLOUGH, director of MPAA's technical services department, left here yesterday for Trinidad and San Juan to inspect American film companies' exchanges and storage facilities.

MARY PICKFORD has received from **GEORGE M. HUMPHREY**, Secretary of the Treasury, a citation for "distinguished service" to the United States savings bond campaign.

PAUL SMALL, of Solters, O'Rourke and Associates, has arrived in New York from Las Vegas. On his return trip to the Coast, he will stop over in Chicago.

HAROLD WIRTHWEIN, western division sales manager of Allied Artists, has returned to Hollywood from Kansas City.

JOHN JOSEPH will leave New York over the weekend for Chicago to work on the Cinerama opening at the Palace there July 29.

NANCY SIMONS, daughter of M. L. (MIKE) SIMONS of the M-G-M sales department, will marry **FREDERICK B. JONES** on Saturday.

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, is back at the Atlanta offices from Miami.

DR. CHARLES R. DAILY of the Paramount studio technical research department returned to Hollywood yesterday from New York.

D. E. MERFIELD, manager of the Pakistan branch of the Westrex-East Co., is now in London, on the way to his Lahore, India, headquarters.

DR. RENATO GUALINO, president of Italian Films Export, will leave New York by plane today for Rome.

Date Set on Four RKO Radio Films

Opening dates on four new RKO Radio pictures have been set. "The Sea Around Us," the Academy Award winning feature-length documentary, will open July 1 at the 60th Street Trans-Lux in New York and the next day at the Fox Fine Arts in Beverly Hills.

"Below the Sahara" bows on June 3 in Jacksonville and "An Affair with A Stranger" opens in Philadelphia on June 12. "Sea Devils" has premiere dates starting tomorrow.

Sunday Films Vote Wins

DENTON, Md., May 28.—By a referendum vote of 1,915 to 1,273, Denton has legalized Sunday motion picture exhibition.

Luncheon to Honor N.Y. Variety Barkers

Three past chief barkers of the Variety Club of New York: **Max A. Cohen**, **Fred Schwartz** and **William J. German**, will be honored by the organization at a luncheon to be held June 18 at the Hotel Piccadilly. Chairmen for the occasion are **Edward Lachman**, present chief barker; **Edward L. Fabian**, first assistant chief barker, and **Martin Levine**, 2nd assistant.

RCA 3-D for 21 Comerford Houses

CAMDEN, N. J., May 28.—Comerford will install RCA stereophonic sound systems in 21 of the circuit's theatres, it was disclosed by **J. F. O'Brien**, theatre equipment manager of RCA Victor.

Houses to be converted for the new RCA 3-D sound service will be: the Majestic, in Providence; Riviera and Capitol Binghamton, N. Y.; Comerford and West Side, Scranton; Comerford, Hart, and Penn, Wilkes-Barre; Shawnee, Plymouth; Rialto, Sunbury; Grand, Hazleton; Columbia, Bloomsburg; Capitol, Danville; Comerford, Clark's Summit; Granada, Olyphant; Kingston, Kingston; Capitol, Waverly; Towanda, Towanda; Roman, Pittston, and the Hollywood in Pottsville, all in Pennsylvania.

233 Features Made In India Last Year

WASHINGTON, May 28.—Two hundred and thirty-three feature films were produced and censored in India last year, according to the U.S. Commerce Department.

Film chief **Nathan D. Golden** said this information, obtained from the Indian Motion Picture Producers' Association, compared with 221 features completed in 1951 and 241 in 1950. Of the 233 pictures in 1952, 112 were produced in the Bombay area, **Golden** said. Another 48 were made in Calcutta and 73 in the Madras area.

Total theatre admissions in 1952 were estimated by the Association at about 912,500,000, an average of 2,500,000 per day.

Washer to Promote 'Main St.' Launching

Ben Washer has been engaged for a special publicity assignment to assist in the launching in late July of "Main Street to Broadway," the Lester Cowan production produced in conjunction with the Council of the Living Theatre and being released by Metro-Goldwyn-Mayer.

Washer will make his office at M-G-M's headquarters here for the next two months and will coordinate the cooperation of the legitimate theatre and motion picture industry in the many premieres which are now being planned.

Phila. Drive-ins In Promotion Pool

PHILADELPHIA, May 28.—Five Philadelphia area drive-in theatres have clubbed together to sponsor a daily late afternoon program on station WIP.

"Music from the Movies" is "emceed" every Monday through Saturday by **Bob Menefee**, giving listeners 15 minutes of the latest popular music, starting at 5:15.

This is the first time the group has sponsored time on a major station. The group includes the Ridge Pike Theatre, the Starlight Drive-in, 309 Drive-in, Family Drive-in and the Chester Pike Drive-in.

Aimed at "Extra" Listeners

Commenting on their choice of radio time, **Ralf Brent**, vice-president of WIP, said, "'Music from the Movies' is aimed at the 'extra' listeners—particularly slanted towards the army of wage earners driving home with the car radio on, as well as towards women listening in on kitchen radios while preparing dinner. This timing is intended to crystalize plans for the evening among listeners—steering them towards the drive-ins."

Four Companies File at Albany

ALBANY, N. Y., May 28.—Four organizations in the industry have registered certificates here to do business in New York.

Guild Films Co., Inc., of Denver, has designated its New York State office for the conduct of a motion picture business as 510 Madison Avenue, New York City.

Ford Films, Inc., and Life Like Pictures, Inc., have registered certificates to conduct a motion picture business in the state, the latter specifying three-dimensional films.

Sound Screen Supplies, Inc., has filed for permission to conduct a motion picture supply business in New York.

To Clarify New SAG Pact for TV Here

Additions to the new Screen Actors Guild contract will be explained by **John Wheeler**, counsel for the Film Producers Association, at next Thursday's luncheon meeting of the National Television Film Council at the Warwick Hotel.

Wheeler will attempt to clarify many of the confusions growing out of the contract. The luncheon will be the last meeting of the NTFC until September.

Wingart to K.C. for CinemaScope Show

Earl W. Wingart, 20th Century-Fox merchandising manager, planes to Kansas City today to be on hand for the CinemaScope demonstration scheduled there at the Orpheum Theatre Tuesday morning. He will also represent the company at the Commonwealth Theatres convention being held there on the same day.

Coming Events

May 31-June 2—Motion Picture Theatre Owners of Georgia and Alabama Theatres Association joint meeting, Biltmore Hotel, Atlanta.

June 3—Associated Motion Picture Advertisers monthly luncheon-meeting honoring Quigley Awards winners, Hotel Piccadilly, New York.

June 8—New Mexico Theatre Association annual convention, Hilton Hotel, Albuquerque.

June 9—Allied Theatre Owners of Indiana board meeting, French Lick Springs Hotel, French Lick.

June 10-11—Allied Theatre Owners of Indiana annual spring meeting, French Lick Springs Hotel, French Lick.

June 11—2nd annual film industry golf tournament, Vernon Hills Country Club, Tuckahoe, N. Y., sponsored by B'nai B'rith Cinema Lodge.

June 14—Screen Directors Guild annual meeting for election of officers, Hollywood.

TOA Conclave Heads Slate Another Meet

Chairman of the various committees functioning for the 1953 convention and trade show of the Theatre Owners of America will hold another meeting in Chicago in mid-summer to complete the work they started earlier this week.

Committee heads met Tuesday and Wednesday in Chicago with **David Wallerstein**, convention chairman, and **Alfred Starr**, TOA president. Plans and procedures for the event, which will be held at Chicago's Conrad Hilton Hotel during the week of Nov. 1, were initiated.

NEW YORK THEATRES

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DEBORAH KERR

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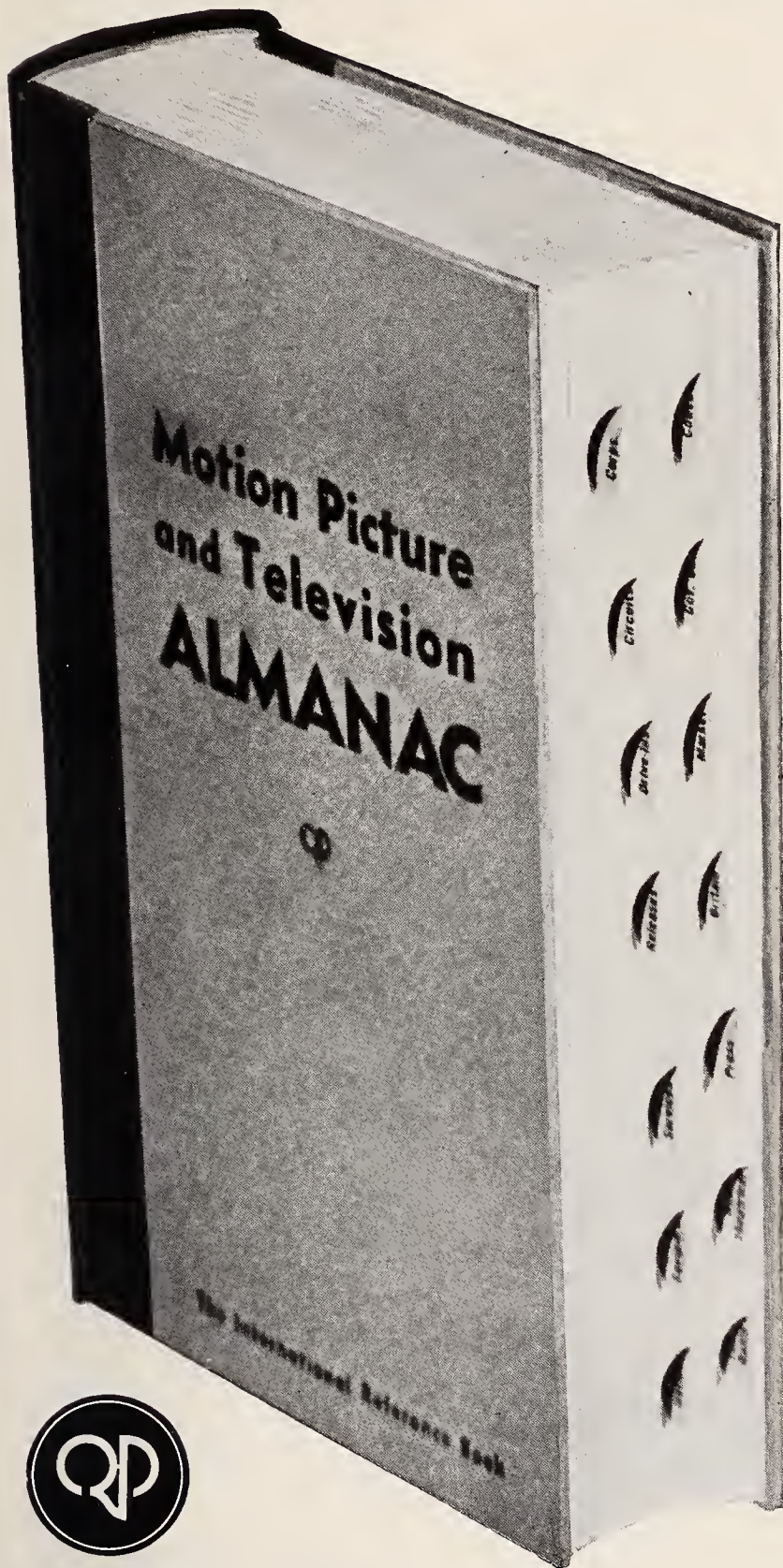
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"La Ronde"

(Continued from page 1)

which already has expressed itself as believing that films are covered by the "free speech" Amendment to the Constitution, but has not yet made a specific ruling on the pre-censorship issue.

Upholds Board of Regents

The Court of Appeals' decision was handed down in upholding the State Board of Regents, which has jurisdiction over film censorship, in refusing an exhibition license to "La Ronde," on the ground that the French production is "immoral." Four written opinions and one memorandum were filed by the six judges who decided the case. Florence Shientag is attorney for Commercial Pictures Corp. of New York, distributor of the film.

Associate Judge Charles W. Froessel authored the 11-page majority opinion. Chief Judge Edwin H. Lewis concurred. Judge Charles J. Desmond wrote an affirming separate opinion, in which Judge Albert Conway joined.

Judge Marvin R. Dye spoke for the minority. Judge Stanley Fuld concurred.

The majority ruled that the words "immoral and tend to corrupt morals" as used in the licensing law "relate to standards of sexual morality, as such; they are not vague or indefinite." In this sense, the opinion added, they are kindred to "obscene" and "indecent," as comprehended by "every person of common intelligence."

"Indefinite," Says Minority

The minority contended that the terms "immoral" and "tends to corrupt morals" are too indefinite and "indefiniteness affords opportunity for arbitrariness."

The case was one of several testing film censorship on the outcome of which the Motion Picture Association of America had indicated earlier its future censorship policy would be based. Its current efforts to eliminate censorship could be revised or abandoned, depending upon the outcome of the several cases, some of which still are pending.

Priority on Bout

(Continued from page 1)

can get a lot more for the big one."

The IBC spokesman pointed out, however, that president Jim Norris is on record with the statement that Gillette's offer for the next bout would be given prior consideration. Gillette sponsored the recent Marciano-Walcott bout which ended abruptly in the first round.

Order Is a Contract For Ballantyne Unit

Omaha, May 28.—The Ballantyne Company has defined an order as a signed contract for its equipment package consisting of 3-D, panoramic screen, stereophonic units, the company stated here. A check for \$1,000 must accompany all applications, which will be filled in the order in which they are received. The package will sell for approximately \$6,000.

Reviews

"Iron Mountain Trail"

(Republic)

REX ALLEN drops his role as a U. S. Marshal and dons the authority of the U. S. Post Office in this neat little Western yarn. However, the transition does not affect his endless crusade to establish tranquility and fair play in the old California territory.

Allen is aided and abetted by the sure-fire performances of Slim Pickens, the gangling and good-natured sidekick, and Roy Barcroft, Republic's perennial villain. Slim keeps the story from slipping into possible overly tense situations with his face-contorting performance. Roy is still as mean a killer as they come. This time, though, Roy has some serious competition to parry in the scene-stealing performance of a little chimpanzee.

Outdoor action enthusiasts are almost bound to be satisfied as the screenplay comes complete with fights galore, plenty of six-gun combats, hard riding and more hard riding to beat the hangman's noose that awaits an innocent man, and a very satisfying ending. They have even thrown in a clipper ship, a stage coach chase, the pert Nan Leslie as the distaff interest, and a fight scene in which Slim has to beat not only his enemies but the hangover effects of a Mickey Finn.

Rex meanders onto the scene to inform all that he is in town to assure more speedy delivery of the mail. He offers as a solution to the mail problem a race between the town's stage coaches and the clipper ship. The villains try to throw the rival stage owners into open combat. When this fails, they kill one of the owners and shift the blame to the rival. Rex does not fail in his mission though when he captures Barcroft and proves that a man on horseback can carry mail faster than sailing ships or stage coaches. He rides over the Iron Mountain Trail from San Francisco to San Diego, with a gallant and speedy assist from Koko, his horse, as the organizer of the Pony Express. Associate producer Edward J. White and William Witney, director, have fashioned a real pleasant and interesting little Western from Gerald Geraghty's screenplay.

Others in the cast are Grant Withers, Forrest Taylor, Alan Bridge, John Hamilton and George R. Lloyd.

Running time, 54 minutes. General audience classification. May release.

"Savage Frontier"

(Republic)

AN ACTION FILM in the Western tradition of ample gun shooting, fistcuffs and ambushes is offered in "Savage Frontier." Aiding Allen (Rocky) Lane in his quest for law and order are Eddy Waller, Bob Steele, Dorothy Patrick and Roy Barcroft. They all help in keeping the action rolling in a fairly interesting story.

U. S. Marshal Lane is on the trail of three merciless killers. The trail leads to a town where Eddy Waller, a bumbling barber and sheriff, holds the fort. A gun battle also brings to a head the long standing feud between influential citizen Roy Barcroft and Bob Steele, a reformed bandit now on parole. Steele realizes that Barcroft, a former partner in crime, is secretly directing the notorious gang but fears that he will reveal his younger brother was at one time involved in a holdup.

Steele finally decides to settle with Barcroft and straps on his guns once more. Lane averts a killing by placing Steele in jail for parole violation. A misinterpretation of Lane's intentions by Steele's brother and sister, Dorothy Patrick, tied in with a nearly successful attempt on the ex-convict's life, nearly causes the killers to succeed in their mission. A final awakening by the respected members of the town saves the day.

Rocky and his supporting cast give competent performances. Waller provides the few touches of comic relief and Miss Patrick offers just enough of presence of the feminine to please all and yet manages not to get in the way of the hard fighting. Harry Keller directed and Rudy Ralston produced, from a screenplay by Dwight Babcock and Gerald Geraghty. Others in the cast include Richard Avonde, Bill Phipps, Jimmy Hawkins and Lane Bradford.

Running time, 54 minutes. General audience classification. May release.

"Four-Sided Triangle"

(Alexander Paal-Astor Pictures)

THE STORY LINE IS A BIT CRUDE, but its enactment is not, and while it does not have the thrills or the violent action that seem necessary for the full success of the science-fiction pattern which it follows, it does contribute fair entertainment. Chief asset is the capable Dorothy Payton—who plays a dual role—and competent support in the persons of James Hayter, Stephen Murray, John Van Eyssen, Percy Marmont, Glyn Dearman, Sean Barrett and Jennifer Dearman. It was British-produced, by Alexander Paal, and directed by Terence Fisher, from a screenplay which the latter wrote with Paul Tabori.

Miss Payton is loved by two men, scientists, who have developed an apparatus which duplicates an object exactly. When she chooses Van Eyssen, the rejected lover, Murray, feels he cannot lose her. So he plans the rather terrifying scheme of reproducing Miss Payton. With her consent, he does produce an exact duplicate. Thus, the four-sided triangle of the title. But the second Miss Payton also loves Van Eyssen and when Murray tries to remove her past memories, the laboratory blows up with the scientist and his chemical romance both perishing.

Hayter as the narrator and trio's friend gives the best performance. This is best sold on the basis of Miss Payton's pulchritude and the science-fiction motif.

Running time, 81 minutes. General audience classification. For June release.

Authors League Will Seek Pacts For Five Groups

At a meeting held this week, Rex Stout, president of the Authors League, was instructed by unanimous vote to announce that committees will be formed on both coasts to formulate plans for an early settlement of jurisdictional and other related problems now affecting the Authors Guild, Dramatists Guild, Radio Writers Guild, Screen Writers Guild and Television Writers.

Representatives of the five organizations attending the meeting were given Stout's assurance that the outlook is good for a settlement that will be accepted as satisfactory by all concerned.

Broumas Starts

(Continued from page 1)

exploitation, concessions, management, installation of new equipment and other problems.

Broumas has been in the industry since 1933, starting as an usher at the Warner Theatre in Youngstown, Ohio. He became assistant manager and then left to be a theatre manager in Huntington and Connellsville, Pa., for Altoona Publix Theatres. After service in the Army in World War II, he became associated with the Roth circuit, ultimately becoming general manager.

Coronation

(Continued from page 1)

ting the film to the American screens.

While information on the report was meager yesterday, newsreel executives expressed the opinion that a censorship edict probably would apply only if unforeseen incidents should occur that would be embarrassing.

The procession after the Coronation is expected to take about two-and-a-half hours.

Industry Topliners At Para. Reception

Show-business toplineers joined yesterday in a reception to Tony Curtis and Janet Leigh, stars of Paramount's "Houdini," at the Sherry Netherland Hotel here.

Those attending included a group of Paramount home office executives headed by Barney Balaban, president, and representatives of newspapers, national and fan magazines, trade publications and news syndicates. Curtis, who plays the title role, demonstrated for the guests many of the "Houdini" sleight-of-hand tricks.

Glasses Available At MGM Branches

Metro - Goldwyn - Mayer branches throughout the country are now ready to ship Polaroid glasses needed for 3-D films. Theatres booking M-G-M's first 3-D feature, "Arena," can obtain immediate delivery. The glasses are being sold at 10 cents each in any quantity.

SBC Hearings

(Continued from page 1)

report, to meet privately with representatives of Justice and the Federal Trade Commission.

FTC chairman Edward F. Howrey was the closing witness at today's hearings. He followed Paramount Pictures vice-president Austin C. Keough, who testified further on arbitration.

Howrey said FTC policy is to avoid duplicating investigations being made by other Federal agencies. "We knew that Justice was making a continuing investigation into the motion picture industry," he said, and therefore the FTC never started one of its own. After recent complaints from the Southern California Theatre Owners Association, the FTC conferred with Justice, Howrey declared. He said both agencies agreed that any action by the FTC would duplicate what Justice was doing, and the Commission advised the SCTOA that it would not take any action on its complaints.

Schoepel said disputes "have been and are apparently going to continue developing" in the industry, and "we feel that between the FTC and Justice Department, these things should be resolved in some way." He asked Howrey if there were any area where the FTC and Justice could "work harmoniously" on industry problems. Howrey replied that he had been in touch with anti-trust chief Stanley Barnes and felt that the Commission "could work harmoniously" with Justice and the sub-committee. "Anything you want us to do, we will do and do promptly," he promised.

Much of the sub-committee questioning of Keough centered on whether individual companies deal with individual customers on the basis of provisions of the Oct., 1952 arbitration draft, or whether distributors and exhibitors could put into effect now those portions of the draft which had been agreed on then.

Keough said no company could adhere to the arbitration plan on its own, since competing companies would not be doing so. He also maintained it would be impractical to try to put into effect now the points on which agreement had been reached and to negotiate later on the disputed points.

Asked why, short of a complete arbitration plan, distributors couldn't agree to make bids public, Keough replied: "I wish all the companies would open these bids up, but they would have to do it in spite of the wishes of some of their exhibitor customers."

Keough stated that Paramount did not consider the withdrawal of a picture between the end of its pre-release run and its first regular showing to be in violation of the industry consent decrees. "We don't think that is clearance," he declared, "and we don't think it is a violation."

N. H. Drive-in Sold

HARTFORD, May 28.—The Alton, N. H., Drive-in has been acquired by Theatres of New Hampshire, Inc., new firm headed by Arthur Dickey, of Manchester.

Texas Trust Suit Wins Plaintiff Only A Reprimand from Federal Judge Atwell

Dallas, May 28.—A directed verdict in favor of Theatre Enterprises, Inc., of this city, and major distributors, defendants in a \$315,000 anti-trust suit brought by R. E. Rushing of the Ward Theatre, Monahans, Tex., was ordered by Federal Judge William H. Atwell at the close of trial before a jury here.

Rushing's suit charged that T.E., operator of the competitive Texan Theatre in Monahans, had conspired with distributors to prevent him from playing first-run pictures. The defense presented evidence to show that the Ward Theatre had engaged in free and open bidding on all releases, without interference.

Judge Atwell rebuked Rushing and his attorneys at the close of the trial, saying: "Not only have you failed to present a word of proof that the conspiracy existed, you have failed to present even a syllable of proof."

John A. Johnson was attorney for Theatre Enterprises, George S. Wright for the distributor defendants, and D. A. Frank and Charles Slaughter of Dallas for Rushing.

Warners to Make 22 in 3-D

(Continued from page 1)

recommends itself to that treatment, Warner said.

"Supply and demand operate as truly in the production of third-dimensional motion pictures as in any other industrial output," Warner said. "The tremendous response to 'House of Wax' demands a pattern of expanded 3-D production which Warners will supply. It is most encouraging to note that exhibitors throughout the world are keeping step with our thinking and planning. As this production schedule is being set, orders for more and more 3-D installations are being received by manufacturers of projection equipment and WarnerPhonic sound reproducers."

Predicts Improvements

The company's second 3-D production, "The Charge at Feather River," will be released in July. Warner said that it will reveal many improvements over earlier 3-D productions, and predicted that the other 21 on the company's schedule will do the same. Greater range and depth than all "previous conceptions of stereo photography" suggested are being attained, he said.

Warner is scheduled to leave here for the Coast today.

Productions in 3-D immediately scheduled to follow "Charge at Feather River" are:

LUCKY ME, WarnerColor musical, starring Doris Day, directed by Jack Donohue.

DIAL "M" FOR MURDER, directed by Alfred Hitchcock, starring Ray Milland.

THE PHANTOM APE, by Jack Webb and

Harold Medford, based on Edgar Allan Poe's "The Murders in the Rue Morgue."

HONDO, starring John Wayne and Geraldine Page, directed by John Farrow. A Wayne-Fellows Production.

THE MOONLIGHTER, starring Fred MacMurray and Barbara Stanwyck, produced by Joseph Bernhard for Warner Bros., directed by Roy Rowland.

THEM, a story in the field of science-fiction.

15 Ready for Shooting

Warner listed the following productions as being readied for early shooting in 3-D, WarnerColor, WarnerPhonic sound and wide screen WarnerScope:

A STAR IS BORN, with Judy Garland, Sid Luft producing, screenplay by Moss Hart, musical score by Ira Gershwin and Harold Arlen, directed by George Cukor.

HELEN OF TROY, based on the Homeric legend.

MR. ROBERTS, from the Joshua Logan-Leland Hayward stage hit.

THE HIGH AND THE MIGHTY, by Ernest Gann, to be produced for Warner Bros. by Wayne-Fellows Productions, with William Wellman directing.

MISSISSIPPI WOMAN, from Tennessee Williams' original screen play, to be directed by Elia Kazan.

THE LAST TRAIN WEST, to star Alan Ladd. MAN O' WAR, story of the great American thoroughbred, to be produced by Sid Luft.

EAST OF EDEN, John Steinbeck's current best-seller.

UNDER THE BIG TOP, to star Burt Lancaster, produced by Harold Hecht.

THE KNIGHTS OF THE CRUSADE, story of Richard the Lion-Hearted.

REAR GUARD, from J. Warner Bellah's Saturday Evening Post story.

QUIETLY MY CAPTAIN WAITS, from the historical best-seller by Evelyn Eaton.

BLUEBEARD AND HIS SEVEN WIVES, based on the famous Parisian underworld figure.

GOWN OF GLORY, best-seller by Elizabeth Sligh Turnbull.

Victor Herbert's MADEMOISELLE MODISTE, starring Kathryn Grayson and Gordon MacRae.

Reorganization Set For Mier & Brooks

MEXICO CITY, May 28.—Mier & Brooks, producers, have completed a reorganization which will include as stockholders Manuel Espinosa Iglesias and Gabriel Alarcon, exhibitors.

Mier was at one time a Warner manager here, while Brooks formerly was an assistant 20th Century-Fox manager.

\$11,000 for 'Space'

LOS ANGELES, May 28.—A big \$11,000 was rolled up for the dual opening of "It Came from Outer Space" at the RKO Pantages and Hillstreet theatres, it was reported here today. The 3-D picture is being presented on wide-screen at both theatres.

Starr to New Mexico Exhibitor Convention

ALBUQUERQUE, N. M., May 28.—The New Mexico Theatres Association will hold its annual convention here on June 8. Alfred Starr, president of the Theatre Owners of America, will attend the sessions. The New Mexico organization, of which Tom Ribble is president, is a TOA affiliate.

Croft Funeral Held

KANSAS CITY, Mo., May 28.—Funeral services were held today for Walter S. Croft, business representative nearly 20 years of the Local 170, Motion Picture Operators Union who died May 25. Illness had caused his retirement last January.

Theatre TV

(Continued from page 1)

at several recent meetings, but each time has been postponed because of a lack of a quorum. One of the commissioners who heard the theatre television case is no longer on the FCC—Eugene Merrill. Another commissioner, Edward M. Webster, is out of the country and is not scheduled to return until June 21. Present plans are to meet on the theatre TV problem immediately after Webster returns. The Commission would like to dispose of the problem before commissioner Paul Walker, who was chairman during the theatre TV proceedings, leaves the Commission on June 30.

The industry originally asked for exclusive theatre television frequencies, but later, after some hostile questioning from the Commission, proposed a compromise. Under the compromise, it was suggested, any special theatre TV carriers should use the same frequencies now assigned American Telephone and Telegraph Co. and other common carriers. The industry also asked the Commission to issue a policy statement urging existing common carriers to give full cooperation to any new theatre TV carrier.

Policy Statement Skirted

The FCC staff, according to reliable information, has recommended approval of the sharing proposition, but has more or less ducked the policy statement part of the industry request. The question of what should be done in this policy statement field lies largely behind the decision to postpone any final action until the Commission has present as large an attendance as possible.

Presumably any decision to go along with the industry's request would obviate the need for any further hearings. The industry had presented a great amount of technical testimony when the hearings recessed early this year, but had not presented any so-called "lay testimony" as to the value of theatre TV and the industry's plans for using it.

See Good Grosses For 'South Street'

Initial reports on "Pickup on South Street" indicate excellent grosses in Boston and Philadelphia, where it opened on Wednesday.

At the Memorial, Boston, an opening day gross of \$4,000 was chalked up, beating other good grossers such as "Frogmen" and "On the Riviera," by about \$200. At the Goodman, Philadelphia, the opening day gross was said to compare favorably to other substantial grossers of the house.

Named Drive-in Manager

WORCESTER, Mass., May 28.—Phil Loew, manager of E. M. Loew's Theatre, Worcester, has been named manager of the circuit's West Boylston (Mass.) Drive-In, replacing Nate Goldberg, resigned.

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FTC Study of MPEA Makes Slow Progress

Question of Jurisdiction Still Is Undetermined

The current Federal Trade Commission investigation of the Motion Picture Export Association has been under way for the past six months and its end is not yet in sight, Rolf H. Keiland, head of the FTC New York office, said on Friday.

Keiland said the purpose of the study is to endeavor to determine whether operations of MPEA involve any violation of the Webb-Pomerene Act, under which MPEA was formed in 1945, or any other Federal trade law, the operations of which FTC is authorized to supervise.

The study, in particular, is con-
(Continued on page 3)

Weekly Production Off from 24 to 18

An average of 18 pictures a week have been in production during the last two months in comparison with an average of 24 in work during the corresponding period last year, a checkup reveals. The advent of 3-D and wide-screen is reported to be among the reasons for the dropoff, due to uncertainties.

While a sharp pickup in production is predicted, the slowdown may create a product shortage six months from
(Continued on page 3)

Paramount Acquires Rights to 'Ulysses'

Paramount's acquisition of the U. S. and Canadian distribution rights to "Ulysses," now in production in Italy, was announced here at the weekend by Barney Balaban, president, following his recent return from a European trip which included a survey of production abroad.

Based on the Odyssey of Homer, "Ulysses" includes two American
(Continued on page 3)

Decision of Justices Not To Testify A Puzzle to SBC

WASHINGTON, May 31.—Senate Small Business Committee officials and members were puzzled over the decision of Department of Justice officials not to appear in person to testify before the SBC sub-committee investigating film industry trade practices, but rather, to submit a written statement later for the record.

Norling Says 3-D Possibilities Have Not Been Explored

ATLANTIC CITY, N. J., May 31.—Asserting that the full possibilities of three-dimensional pictures have not been explored, John A. Norling declared here at the weekend that the industry looked forward to wide-screen 3-D as an early embellishment of the art and to the "eventual wedding of binaural sound with wide 3-D."

Norling, chairman of the stereophonic motion picture committee of the Society of Motion Picture and Television Engineers, said that 3-D
(Continued on page 3)

Plan CinemaScope Production Abroad

Spyros P. Skouras, president of 20th Century-Fox, left for Europe over the weekend by plane to finalize arrangements for demonstrations of CinemaScope on the Continent planned this month.

First stop on Skouras' trip will be
(Continued on page 3)

Sub-committee members emphasized that the decision to permit this was not made by the SBC membership generally but only by Chairman Schoepel (R., Kans.). Neither Schoepel nor the Justice Department would offer any explanation.

Sub-committee staff members said that without testimony from Justice they thought the record of the investigation "is in terrible shape." They declared that the sub-committee could not start work on its final report to the Senate until Justice's views are received, because "everything hinges on what Justice says."

One sub-committee member, who asked that his name not be used, emphasized that "despite Schoepel's decision, the sub-committee could vote to reopen the hearings any time and
(Continued on page 3)

Chromatic Color For Coronation

LONDON, May 31.—Receivers utilizing Chromatic color television tubes will be used in telecasting Tuesday's Coronation of Queen Elizabeth, under an arrangement between Paramount Pictures and the British firm of Pye, Ltd. Chromatic Television Labora-
(Continued on page 3)

April U. S. Admission Collections More Than \$4,000,000 Over March

Washington, May 31.—General admission tax collections in April, reflecting March business, were up sharply from March collections and were the highest so far this year, the Bureau of Internal Revenue reported. The April collections were only slightly below those for April, 1952, the Internal Revenue statement pointed out.

The Bureau said general admission tax collections in April amounted to \$25,160,355, compared with \$21,031,714 in March. Collections in April last year totalled \$25,787,461.

Total admission tax collections, including cabaret taxes and various overcharge taxes as well as general admission taxes, amounted to \$29,200,529 in April, compared with \$29,757,416 last April, said the Bureau.

New British Pact Talks To Be Up Soon

U. K. Officials May Set Sessions in Washington

Arrangements for meetings between production-distribution representatives and British Treasury officials to discuss extension or renegotiation of the agreement for remittance of American film earnings in Britain are scheduled to be initiated soon after this week's Coronation ceremonies in London are concluded.

Early indications are that British Treasury officials will travel to Washington for the talks with Motion Picture Association of America and Society of Independent Motion Picture Producers' representatives in July or August, as was done last year. The current pact, a one year revision of the basic
(Continued on page 6)

See MPA Aloof From 'Ronde' Plea

The New York Court of Appeals decision upholding the ban on "La Ronde" on grounds of "immorality" is being studied by the Motion Picture Association of America, it was learned here at the weekend. Present indications are that the MPAA will not join in an appeal to the U. S. Supreme Court, preferring as an industry organization to identify itself
(Continued on page 6)

Women's Clubs Cite 'Pan,' 'Hans,' 'Rogers'

WASHINGTON, May 31.—Walt Disney's "Peter Pan," Samuel Goldwyn's "Hans Christian Andersen" and Warner Brothers' "Story of Will Rogers" have received "best film" awards from the General Federation of Women's Clubs.

Other awards went to Shirley Booth as "best actress" and to Sherry Jackson as "best child actress."

The awards were presented at a
(Continued on page 3)

Barbara Stanwyck in
"All I Desire"



ADVERTISED
IN THE
JULY ISSUE
OF

Redbook

• More than
5,750,000
Primary Readers

THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

DORE SCHARY, M-G-M vice-president in charge of production, will arrive in New York today from Hollywood.

WILLIAM A. WHITE, vice-president of Skouras Theatres, became a grandfather again when his daughter, **MRS. THOMAS MCBRYDE**, became the mother of a son, her third child. She is the wife of **CAPT. THOMAS MCBRYDE** of Ft. George Gordon Meade, Md.

CHARLES SIMONELLI, Eastern advertising and publicity manager for Universal, will go to Chicago today, returning here on Wednesday.

D. L. SMITH, manager of the Puerto Rico branch of the Westrex Company, Caribbean, has left New York for San Juan, P. R.

LEO SAMUELS and **CHARLES LEVY** of Walt Disney's New York office have returned here from a Midwestern trip.

EMERY AUSTIN, M-G-M exploitation head, will return here today from Atlanta. On Friday he will leave New York for Dallas.

FRANCIS M. WINIKUS, United Artists director of advertising, publicity and exploitation, will return here today from a Bermuda vacation.

JOSEPH L. MANKIEWICZ, writer-director, will arrive in New York today from Rome.

M. L. SIMONS, assistant to **H. M. RICHEY** at M-G-M, left here yesterday by plane for Atlanta.

CHARLES J. FELDMAN, general sales manager of Universal, left New York over the weekend for Hollywood.

Better Break for U. S. Film Exports

WASHINGTON, May 31.—Importation of U. S. films into Yugoslavia this year will be increased at the expense of British and French films, the Commerce Department reports.

Almost half of the foreign films shown in Yugoslavia this year will be U. S. features, according to film chief **Nathan D. Golden**.

Of about 194 foreign films likely to be imported this year, about 50 will come from the United States. Last year, U. S. films accounted for 39 of 105 foreign films.

Film Men Knighted; CBE for David Lean

LONDON, May 31.—David Griffiths, president of the Kinematograph Renters Society, and actor **John Gielgud** are scheduled for knighthood when the Coronation honors list is announced tomorrow. **David Lean**, producer of "Breaking the Sound Barrier," will be named a Commander of the British Empire.

Newsreel Censorship Vote in Ohio Today

Columbus, O., May 31.—The State Senate tomorrow will vote on the compromise **Mosher Bill** which would exempt newsreels from censorship. The Health and Education Committee approved the measure last week by a 5 to 0 vote.

To Hold Skiatron Show as Planned

The Skiatron subscription television demonstration will be held here this month as planned, **Arthur Levey**, Skiatron president, said at the weekend, in commenting on the decision of the Federal Communications Commission barring the use of WOR-TV facilities during the station's regular broadcasting hours.

In light of the FCC ruling, Levey said that transmission of the programs to the public at the demonstration will be during non-regular broadcast hours and by closed circuit at other scheduled times.

A Skiatron spokesman said detailed plans of the demonstration will be announced this week. The demonstration is slated to take place in a mid-Manhattan hotel, probably the Belmont Plaza.

Tax Charges Convict Kansas Circuit Head

KANSAS CITY, Kan., May 31.—A three-year prison term and a \$13,000 fine have been imposed here on **O. F. Sullivan**, circuit operator of Wichita, on charges of evading personal and corporation income taxes.

Sullivan, president of Central Theatre Co. and a former mayor of Wichita, was convicted of evading more than \$42,000 in individual income taxes for 1945 and 1947, and more than \$2,100 in corporate income taxes and \$1,617 in excess profits taxes for 1945. Government claims against **Sullivan** in fines and penalties total \$403,123.

Publicists Guild Elects Officers

HOLLYWOOD, May 31.—The Publicists Guild, at a meeting here Friday, elected **Walter Compton** president, **Stan Margulies** vice-president, **Dick Carter** treasurer, and **Esma Chandlee** secretary. **Dan Thomas** and **Carroll Nye** were named trustees.

The new slate will take office on June 15.

New Network in Ohio

COLUMBUS, May 31.—A comparatively new Ohio regional television network will link **WTVN**, Columbus; **WHIO-TV**, Dayton, and **WKRC-TV**, Cincinnati, according to **Hulbert Taft, Jr.**, executive vice-president of Radio Cincinnati.

MPEA Board to Mull Releases in Europe

A new film agreement for Yugoslavia and a problem arising from the production of pictures in Great Britain by American producers will be among the subjects to be discussed here Wednesday by the board of directors of the Motion Picture Export Association, at a meeting over which president **Eric Johnston** will preside. Other progress reports will be made on film situations in Belgium, Spain, Greece, Japan and Mexico.

The British problem concerns the classification of a picture made by an MPEA company in England and distributed on the Continent. The question that might face the French industry, for example, would be whether such a picture is a British or an American production. If it is classed as British, then it would be paid for in pounds. If classed as American, dollars would be required; and France at the present time is extremely short of dollars.

'Wax' to 20 Theatres In Los Angeles Area

LOS ANGELES, May 31.—"House of Wax," Warner Brothers 3-D feature, on Wednesday will open in 20 theatres in this area, following a six-week run at the Downtown and Hollywood Paramount theatres.

Including four drive-ins, the theatres are the Rialto (Downtown), Manchester, Warner's Huntington Park, Warner's Wilmet and Majestic, at Santa Monica; Nubel, Bellflower; California, Burbank; United Artists, Inglewood; United Artists, East Los Angeles; Capitol, Glendale; Reseda, Reseda; Encino, Encino; Picwood, Westwood; Meralta, Downey; Vermont Drive-in, Gardena; Crown, Pasadena; Wardman, Whittier; Centinela Drive-in, Inglewood; Floral Drive-in, Los Angeles, and the South Gate Drive-in.

First 3-D Cartoon Released June 12

National release date for Walt Disney's "Melody," said to be the screen's first 3-D cartoon, has been set for June 12, **Sid Kramer**, RKO Radio shorts subjects sales manager announced. "Melody" had its world premiere last week at the Hollywood and Downtown Paramount theatres in Los Angeles. It is the first release in a new Disney series entitled "Adventures in Music."

Mintner's Next Set

LONDON, May 31.—"Our Girl Friday," a desert-island comedy based on the novel by **Norman Lindsay**, will be produced by **George Mintner** for Renown. Production will follow Mintner's completion of "Grand National Night," starring **Nigel Patrick**, which is now in work.

"Our Girl Friday" will be filmed principally on the island of Majorca, off the coast of Spain. **Noel Langley** will be director and author of the screenplay.

Committee of Ten To Handle Tourney For Cinema Lodge

A committee of 10 has been named for the second annual film industry golf tournament to be sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y., on Thursday, June 11, **Burton Robbins**, president of Cinema Lodge announced.

The committee consists of **Charles Alcoate**, **David Bader**, **Herbert Berg**, **Jack Hoffberg**, **Martin Levine**, **Milton Livingston**, **Don Mersereau**, **Allan Robbins**, **Cy Seymour** and **Ted Sullivan**.

Harold Rinzler and **Marvin Kirsch** are co-chairmen.

The traditional film industry golf tournaments of the past were revived last year by Cinema Lodge as a means of bringing industryites of all faiths together for a day of fellowship and sport.

To Deliver 10 More Vistarama Lenses

HOLLYWOOD, May 31.—Ten additional Vistarama 35mm. camera lenses, which have an aspect ratio of 1 to 2.66, are scheduled for delivery this week by the **Simpson Optical Manufacturing Co.**, it was stated here by **Carl Dudley**, president of Vistarama Corp.

An additional dozen of the anamorphic lenses, compatible for projection with 20th Century-Fox's CinemaScope system, are now in the final stages of bench testing at Simpson and are expected soon, **Dudley** said.

From Single Negative

"One of the major features of the Vistarama lens," added **Dudley**, "is that prints of any aspect ratio, from conventional screen size up to 2.66, can be made from a single negative. This relieves the producer of the necessity of shooting two or more negatives to achieve this result."

"Vistarama lenses will be available to producers of 35mm. and 16mm. alike," the production executive declared. "There will be no script or booking approval and the lenses will be made available on a reasonable basis."

Office Union May Strike Exchanges

HOLLYWOOD, May 31.—Negotiations were in progress over the weekend among officials of the major company exchanges, representatives of the Office Employees International Union, Local 30, AFL, and the Central Labor Council of the AFL in an attempt to negotiate an agreement on a new contract to replace that which expired May 20.

The union on Thursday had voted to strike if demands for wage increases were not met. Union leaders said the company exchanges refused to consider the increases, and sought to retain those established in the old contract.

Norling Says

(Continued from page 1)

pictures in full color carry naturalness to a point where the illusion is substantially complete and observers are likely to lose all sense of looking at pictures, "provided the 3-D presentations do not contain depth distortions and exhibit other technical faults."

Audience of Optometrists

Speaking before 400 optometrists at the Central Atlantic Optometric Assembly in the Ritz Carlton Hotel, Norling said that any visual discomfort in viewing stereo pictures is the penalty for exceeding certain geometric limitations imposed by nature upon the use of our two eyes simultaneously. Its cause, he said, "is cumulative and lies in the breaking of one or more of a few exceedingly simple rules."

Norling continued: "Complete visual comfort can be attained in stereo movies only if the two images are projected simultaneously, if they are rock-steady, if they are of equal brightness, if they are of equal contrast, if far distant points are not separated too far in one image from that of the other, and if they are of exactly the same size."

Outlines Conditions

Norling said that in his opinion, good 3-D depends on:

1. Using lenses closely matched in focal length to limit differences in image sizes to 1/2 per cent; or one inch difference in height between two superimposed images on an 18 by 25 foot screen.
2. Vertical alignment: one image should not be higher or lower than the other.
3. Rotation: two images should be in accurate attitude alignment.
4. Illumination: negatives should be matched in contrast and density. The depth effect disappears and visual discomfort ensues when one image is darker in projection.
5. Normal depth and appearance of objects and people.
6. The use of a "stereoscopic window"—that imaginary portal through which the projected picture is viewed—is another requirement of good 3-D presentations. To form the "window," 3-D cameras must have a means of converging the lens axis to any desired plane, usually to a plane in front of the nearest object.

Improper photographic techniques, usually wrong interaxial spacing (distance apart) of the camera lenses, results in "misinterpretation," Norling said.

Women's Clubs

(Continued from page 1)

"motion picture luncheon" session of the clubs' annual convention here.

The luncheon was addressed by Motion Picture Association of America president Eric A. Johnston, who noted the recent report by the clubs' motion picture division that "more outstanding films were offered to the public in the last year than ever before." Johnston promised that this "will not cause complacency, but will serve to encourage Hollywood to produce even better pictures."

The film industry seeks neither subsidy nor protection from the government, Johnston told the luncheon, and "by the same token, American film producers oppose government control or interference. They believe in and

FTC Study of MPEA

(Continued from page 1)

cerned with the effects of MPEA operations on the exhibition and sale of films in foreign markets, and those of foreign films in this market.

Still under consideration, Keiland said, is the moot question of whether or not the FTC has any jurisdiction in the matters under study.

The FTC, he explained, is delegated to maintain supervision over organizations operating under the Webb-Pomerene Act to determine, among other things, whether or not such operations are in restraint of trade or have the effect of depressing or increasing market prices.

The current study is under the direction of F. D. Frascetti, an attorney for the FTC. On its conclusion a report will be made to the Washington headquarters of FTC, which will then decide whether the complaint against MPEA should be dropped or referred to the Department of Justice or some other appropriate government agency.

The prolonged study, Keiland indicated, does not mean that any substantial questions or complex practices have been encountered but, rather, is due more to the fact that FTC's New York office has insufficient manpower to assign to such investigation and conclude them expeditiously. Frascetti, it was pointed out, is handling the MPEA study along with several

other assignments, in and out of New York, and is unable to devote his full or continuous time and attention to it.

Keiland confirmed that the investigation was undertaken as a result of a complaint against MPEA. Asked the identity of the complainant, Keiland said: "I can't answer that. An investigation of this kind is a confidential matter and information on it is restricted to official reports to headquarters."

MPEA sources say they have not been officially advised that the association is being "investigated" or that a "complaint" has been registered against it. They point out that MPEA is required by law to file various reports and information with FTC under provisions of the Webb-Pomerene Act, and that these reports are checked by the Commission from time to time and sometimes additional information is requested. Insofar as MPEA is concerned, it could be responding to the present requests for information in that light.

The Webb-Pomerene Act authorized American industries to act unilaterally, with certain exemptions from the anti-trust laws, in reestablishing themselves in foreign markets following World War II. It was under the provisions of the Act that MPEA was organized.

Plan CinemaScope

(Continued from page 1)

London where he will confer today with Murray Silverstone, president of 20th Century-Fox International Corp., and Earl I. Sponable, company research director, on setting the CinemaScope theatre showing in the British capital.

Skouras will also assemble in London the heads of leading European theatre equipment manufacturing concerns to plan the production and installation of CinemaScope in theatres on the Continent. While in London, he will attend the Coronation.

Other cities expected to be visited by Skouras during his trip will be Paris, Frankfurt, Zurich and Rome for the mapping of CinemaScope showings in those cities.

He is expected back in New York about June 18.

Stereophonic Sound For Miami June 10

Southern audiences will hear stereophonic sound for the first time on June 10 at the Beach Theatre, Miami, in conjunction with the opening of "Scared Stiff," starring Martin and Lewis.

Bruce Mewborn, Atlanta Altec field engineer, will supervise installation at the Beach, together with W. M. Schubert, Altec technician in the Miami area.

they practice self-regulation in matters concerning public taste and morals."

Others addressing the luncheon were actress Myrna Loy and Tani and Dran Seitz, twin actresses starring in "I, The Jury."

James Mulvey, president of Samuel Goldwyn Productions, and Ned Clarke, Walt Disney sales representative, journeyed to Washington from New York to receive the awards for their respective organizations.

Puzzle to SBC

(Continued from page 1)

require Justice to appear." He said whether this would be done would probably hinge on just what Justice finally says in its report and how long the report is in coming.

Sub-committee officials are analyzing all of the testimony received so far to spot conflicts and to decide whether further investigation or correspondence is needed to resolve these conflicts.

Philip Jehle Succeeds Noone As Counsel to the SBC

WASHINGTON, May 31.—Charles M. Noone has resigned as counsel of the Senate Small Business Committee, a post in which he has been in active charge of a sub-committee's investigation of film industry trade practices.

Noone will become security officer of the International Information Administration, in charge of the government's overseas information program. His place at the Small Business Committee will be taken by Philip Jehle.

Noone's resignation came on the heels of the unexpected closing of the sub-committee's public hearings, but Noone declared his switch to the new job had been decided some time ago. He said he would probably keep in touch with Jehle and the film probe.

'Ulysses' Rights

(Continued from page 1)

stars, Kirk Douglas and Anthony Quinn, as well as the Italian actress, Silvana Mangano.

The picture is being photographed in color by Technicolor for wide-screen in the 1.66 aspect, in the original locations of the Odyssey in Italy, North Africa and the surrounding Mediterranean water and in both English and Italian-speaking versions.

Said to be the costliest and most ambitious project undertaken by European producers, "Ulysses" is a joint venture of Zenith Films of France, Lux Film (SPA) of Italy and Ponti and DeLaurentiis of Italy.

American writers Ben Hecht and Irwin Shaw contributed to the script, and Hollywood cameraman, Hal Rosson, is chief of the photographic staff. The director is Mario Camerini.

"Ulysses" is expected to be finished in time for a world premiere in Rome in December and will be released by Paramount in the U. S. and Canada in the spring of 1954.

The agreement for Paramount distribution was concluded between Balaban and Dr. Renato Gualino, general manager of Italian Film Export and vice-president and general manager of Lux Film on behalf of the producers.

Product Slowdown

(Continued from page 1)

now, according to some industry observers. In fact, they point out, there is a shortage of top pictures today.

There has been a gradual cutback in picture output in the last few years. In 1951, U. S. distributors released around 325 Hollywood-made features. Last year, the figure had been cut to approximately 275. In both cases, a large percentage of distributed pictures were produced during previous years. Current indications are that the total number of pictures that will be made during 1953 will be between 390 and 410, against around 450 in 1952.

Chromatic Color

(Continued from page 1)

tories, which has developed the tri-color tube, is affiliated with Paramount.

The telecast, marking the first public showing of the Chromatic color tube in Britain, will be brought to many shut-ins confined to hospitals.

Richard H. Hodgson, Chromatic president, who is here for the telecast, said that a special press preview of a color broadcast will be held tomorrow by Paramount in London. The cameras used will be special color cameras developed and built by Pye, Ltd.

Set 3-D 'Arena' for 35 Loew Situations

M-G-M has set opening dates on "Arena," its first 3-D picture, in some 35 Loew's situations outside New York, the company disclosed here at the weekend.

On June 19, the Arthur Loew, Jr., production will open in Buffalo, Cleveland, Houston, Indianapolis, New Haven, New Orleans, Pittsburgh, San Francisco and St. Louis. On the following day, it will open in Boston, Atlanta, Kansas City and Memphis. On June 24, Waterbury will open and on June 25 Loew's houses in Columbus, Norfolk, Richmond, Rochester, Syracuse and Washington; on June 26, Bridgeport and Hartford, and on June 27, Dayton, Providence and Toledo. Eight other Loew's cities are scheduled for July—Canton, Nashville, Akron, Meriden, Harrisburg, Wilmington, Reading and Worcester.

Other situations not identified with Loew's which are scheduled to open "Arena" include Des Moines on June 18, Albany the following day, Seattle and Minneapolis on June 25, St. Paul, June 24; Philadelphia and Detroit, June 26; Atlanta, July 1, Jacksonville, July 4; Charleston, S. C., July 5; Shreveport and Jackson, Miss., July 8, and Mobile, July 16.

**ON JULY FOURTH, SET OFF
WITH THIS SURE-FIRE ATTR**

HOUDINI



SELL Houdini, master escape artist of all time



SELL Houdini, breaking thru locked box in frozen river



SELL Houdini, whose greatest thrill was his real-life love

STARRING

TONY CURTIS AND JANET LEIGH

Color by **TECHNICOLOR**

with **TORIN THATCHER** • Produced by **GEORGE PAL** • Directed by **GEORGE MARSHALL** • Screenplay by **GEORGE MARSHALL**

Based on a book by Harold Kellock

THE BOXOFFICE FIREWORKS ACTION FROM PARAMOUNT!



SELL Houdini, making famous jail-break from Scotland Yard



SELL Houdini, defying death atop a skyscraper

ATTRACT THE ADULT AUDIENCE —

with all the thrills that the name of Houdini means to them and all the sensations promised by the year's top autobiographical film...

CASH IN ON YOUNG PATRONS —

by appealing to their red-hot interest in Tony and Janet, Hollywood's most popular couple, appearing together on the screen for the first time. They're marquee magic...

GET SENSATIONAL RESULTS by giving it an extra blast of ballyhoo. It's a natural for trick lobbies, contests, street stunts to point up the excitement-bristling exploits of Houdini, the most amazing personality in the whole colorful history of show business!

LEIGH LOR

enplay by **PHILIP YORDAN**

"A natural — with huge boxoffice potential. It maintains taut interest throughout its fast 105 minutes."

— *Hollywood Reporter*

"Big grosses appear guaranteed. One of the brightest pictures of the year and one of the most exploitable."

— *Motion Picture Daily*

"Teaming of Curtis and Leigh, commercial aspects of Houdini name and excellent way stunts are staged are good exploitation angles."

— *Variety*

See MPA Aloof

(Continued from page 1)

with such test cases as "Pinky" and "Curly," where questions of "immorality" or "obscenity" are not involved.

Mrs. Florence Sheintag, attorney for Commercial Pictures Corp., distributors of "La Ronde," said here on Friday that an appeal of the "La Ronde" decision would be filed with the high court "at the earliest opportunity." She said the appeal would be based, in part, on the vagueness of the New York State motion picture licensing law and that the ban is in contradiction to the Constitution barring restraints on freedom of expression.

"M" Brief in Preparation

In Columbus, O., John Harlor, attorney for the distributors of "M," is preparing a brief for the U. S. Supreme Court appealing the decision of the State Supreme Court which held "M" censorable on grounds of its portrayal of evil conduct. In both the New York and Ohio decisions, there were dissenting opinions, which will be utilized in the projected appeals to the U. S. Supreme Court.

In the "La Ronde" decision, the majority opinion held that the question of motion pictures, as part of the press, exempt from any form of prior restraint or censorship, had not been reached by the Supreme Court in "The Miracle" case "and the language employed therein aptly refutes the notion that all media of communication may be grouped under a precise and absolute rule." It also ruled that the words "immoral and tend to corrupt morals" as used in the licensing law "relate to standards of sexual morality, and, as such, they are not vague or indefinite."

The minority opinion held that "immoral" and "tends to corrupt morals" are too indefinite and "indefiniteness affords opportunity for arbitrariness."

M-G-M Adds 5 to Summer Schedule

M-G-M had added three new pictures and two "Masterpiece Reprints" to its tentative list of June, July and August releases, it was announced here by Charles M. Reagan, general sales manager. This will make a total of 15 pictures available from the company, eight of which will be in color.

As the new schedule stands, June will have five pictures. The list will be headed by "A Slight Case of Larceny," followed by "Scandal at Scourio," in color; "Dream Wife," "The Story of Three Loves," "Arena," in 3-D and color; and the two reprints: "Trader Horn" and "Sequoia."

"Dangerous When Wet," in Technicolor, heads the July list, followed by "Lili," also in Technicolor; "Ride, Vaquero," in color, and "Main Street to Broadway."

"The Band Wagon" will top the August releases. To follow will be "The Affairs of Dobie Gillis," "The Big Leaguer," and "Latin Lovers."

DID YOU REALIZE?

The facilities of Reeves Studios are available for your transcriptions and radio spots. Call Jack Vorisek at ORegon 9-3550.

Television - - Radio

with Pinky Herman

THERE'S a reason why Irv Cahn's usually smiling countenance beamed widely Friday during the "Luncheon At Sardi's" broadcast. And academic is precisely the word for it. This week degrees will be awarded to "20 Questions" personnel. At Duke University commencement exercises, Bob Van Deventer, son of Fred Van Deventer and Florence Rinard, regular panelists on the popular quiz series, receives his sheepskin, while at the very same affair, William T. Jackson, brother of the program's moderator, Jay, receives his doctorate. Meanwhile, at Princeton U., Johnny McPhee, who succeeded Bob V. as juvenile panelist, will receive his diploma. . . . New musical variety show, "Nothing But the Best," NBCommences July 7 as summer replacement for P & G's "Fireside Theatre." Eddie Albert will emcee the proceedings for Biow and the program will feature all types of talent, pro or amateur. . . . Barry Wood will move over to CBS' Vanderbilt TV studios experimenting with color, and Sam Shiff, long associated with Ted Collins, becomes Ted's associate producer on the "Kate Smith Show." . . . On a recent daytime NBCast, Bob Hope wondered out loud, "with half of the country going to London for the coronation and the other half going to Washington to play golf with the President, who's going to be left to pinch-hit for Arthur Godfrey?" . . . A new TV package featuring the team of Arthur Treacher and Rocky Graziano, is making the agency rounds. Could be a humorous angle. . . . Boston critics have gone all out in their praise of the "South Pacific" troupe with special emphasis on Bill Tabbert's performance. He'll have his own TV show in the Fall.

☆ ☆ ☆

After a six-week (delayed for 15 years honeymoon) trip to Europe and South Africa, Andre Baruch and Bea Wain are back in New York. Incidentally, Bea's voice is more Wainderful than ever and TV execs are overlooking a natural which this TVenus undoubtedly is. . . . The popular NBChildren's "Gabby Hayes Show," TViewed daily at 5:15-5:30 P.M. and sponsored since 1950 by Quaker Oats (Mon. and Fri. segs), will plug Minute Maid Frozen Products every Thursday starting June 11. . . . Al Ulin's new protege (he coaches Lanny Ross, Jane Froman and Nannette Fabray) is a youngster named Johnny Viaggio, who was discovered by Jimmy Durante singing in a niter in Florida. The lad's thrilling trilling will be heard Thursday on the "Kate Smith Show." . . . CBSolons are plenty excited about the new Harrison-Gould TV package, "Follow the Leader," fcmceed by Vera Vague. The half-hour audience-participation quiz has an unusual twist in that prizes are awarded and no questions asked. . . . Charles Conaway and Harry Revel flew to the Coast over the weekend to complete plans and casting for the new musical, "Packaged in Paris," which Conaway will produce on Broadway in the Fall. Revel wrote the score to book and lyrics by George Marion. . . . Dean Martin and Jerry Lewis in town to help exploit their latest Paramount flicker, "Scared Stiff."



Bea Wain

☆ ☆ ☆

In a strong bid for the morning viewers, NBC has allocated a budget of over \$3,500,000 to develop new talent and programs to be seen weekdays between 10:30 A.M. and noon. . . . Richard Tobin's "History in the Making" series, TVia WOR, shifts to a Mon. thru Fri. sked starting today at 8:55 to 9:00 P.M. Tobin is TV director with the N. Y. "Herald Tribune." The perfect timing of the "I Love Lucy" program with the impending visit of the stork may well be duplicated by NBC's "Eye Witness." The telecast of the seg titled "The Baby Sitter" is sked for June 8 which is the date for the expected visit by the long-legged, long-billed bird to director Perry Lafferty's domicile. . . . Sidney Salkow will direct "Hand of St. Pierre" for Sovereign Productions, shooting to start late this month in Hollywood. . . . CBS-TV Film Sales has been named exclusive distributor of the "Annie Oakley" telefilm series. Annie Oakley Productions is a subsidiary of Gene Autry's Flying A Productions. . . . Paul Small, en route to the Coast from a business trip to Gotham, will stop over in Chicago and Las Vegas to talk TV deals with Van Johnson and Jane Powell. This combo can well become a TValuable package.

U.K. Pact Talks

(Continued from page 1)

agreement set earlier, will expire next Sept. 30.

No discussions have been held yet concerning the pattern of the impending talks. However, with Britain's dollar position having shown some improvement over the past year, the American negotiators may press for the removal of the restriction agreed to last year on the remittance of the American distributors' share of the Eady tax fund, amounting to \$5,900,000.

Continuation of the unrestricted remittance of \$17,000,000 annually of British earnings and of the permitted uses of blocked funds in the sterling area is expected, even though the industry negotiators may endeavor to have the limit raised. No serious disagreement there is expected, however, at least in the event of a one-year deal to start Oct. 1. British theatre attendance has been on the decline and that fact, together with the ability of American distributors to avail themselves of the permitted uses in the agreement, has tended to keep frozen sterling in London at the barest minimum.

American Distributors Hit

The decline in British theatre attendance, with a consequent reduction of the sums paid into the Eady fund, also has operated to reduce the impact of the current year's restriction on remittance of the American distributors' share. It is generally conceded that such share has not aggregated as much as the \$5,900,000 which the American companies agreed not to convert during the current year, including the carry-over from the previous year.

Thus, with few major issues at stake, some industry observers believe that formal negotiations may prove to be unnecessary this year and that agreement on a one or two-year extension of the existing pact, with only slight modifications, might be reached expeditiously. However, the subject will be up for consideration for the first time in the very near future.

To Provide Closed Circuit TV Service

FLORENCE, S. C., May 31. — The "pilot installation" of Community TV Systems, Inc., organized to provide TV service in black-out communities on a closed circuit basis for a fee, will be built in this Southern community, Murray Borkon, president, disclosed here.

Borkon, in making the announcement, said there are a 100 or more communities throughout the South alone which will never be reached by television in the foreseeable future. "The annual service fee for this program," he stated, "means that advertisers will be guaranteed a 'paid-circulation' in getting this captive audience to round out their market coverage."

Nobility to Attend 'Sailor' Premiere

LONDON, May 31.—In the presence of H.R.H. Princess Margaret, accompanied by Earl Mountbatten of Burma, and an assemblage of nobility and British leaders, 20th Century-Fox's "Sailor of the King" will have its world premiere June 11 at the Odeon Marble Arch Theatre. In England, the film is being released under the title "Single-Handed."

Holiday Rain Swells Take Along B'way

**'Ti,' 'Titanic,' 'Bess'
Pace N. Y. First-runs**

Overcast skies and Memorial Day rains boosted business along Broadway last weekend, with a number of first-run houses registering record grosses. Leading the Broadway box-office parade this week are: 3-D "Fort Ti," "Titanic," "Young Bess" and "Thunder Bay."

House records for Saturday business were broken at the Roxy, where "Titanic" is in its first week, and at Radio City Music Hall, where "Young Bess" is featured.

A terrific \$45,000 is forecast for the initial week of "Fort Ti" at the Criterion, where the 3-D film is being shown on a wide-screen and with

(Continued on page 6)

Summer Product Up At NY 'U' Meeting

Universal Pictures will hold a two-day sales meeting of its district managers in New York next Monday and Tuesday to map distribution plans for the company's summer product, it was announced yesterday by Charles J. Feldman, general sales manager. The company's home office sales cabinet will join in the meetings.

Releasing plans to be set include those on "Francis Covers the Big Town," "All I Desire" and "The Great Sioux Uprising," to be released during July; "Thunder Bay," "The Man from the Alamo" and "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," set for August, and the special release of "The Cruel Sea." Also

(Continued on page 6)

Coronation Film for World Distribution

HOLLYWOOD, June 1.—A full-length feature in Technicolor covering the Coronation and titled "The Queen Is Crowned" will world-premiere on wide-screen at the Odeon Theatre, London, Friday evening, Technicolor disclosed today.

Seven hundred copies of the film will be made, with 300 showing in Great Britain and the remainder flown throughout the world. Universal-International will distribute in the United States.

Seek to Organize Loew's H.O. Workers

A petition has been filed by Local No. H-63 of the Home Office Employees Union with the National Labor Relations Board for an election among the home office employees of Loew's. This is the only unorganized home office among major companies.

Skiatron Test Lacks Product

The "spacing" of motion pictures in the scheduled public demonstration next week of the Skiatron subscription television system here indicates little or no cooperation from major motion picture companies in furnishing product, it was learned yesterday.

A Skiatron announcement reporting that demonstrations will be held from Tuesday to June 17 at the Hotel Belmont-Plaza, said that "special programs including education, sports, motion pictures and others also will be spaced during the demonstration period." The secondary billing given to motion pictures indicates Skiatron's unsuccessful bid for product from major companies, it was stated.

Arthur Levey, Skiatron president, was not available for comment, but a

(Continued on page 6)

N. Y. Exchanges In Strike Threat; Asks 37½-Hr. Week

Local No. H-63 of the Home Office Employees Union has advised the International Alliance of Theatrical Stage Employees that it desires strike permission unless a satisfactory contract can be negotiated with distributors for their New York exchanges.

The union's negotiating committee has had several meetings with the distributors' committee, with an IATSE representative sitting in, but no agreement has been reached. The union is asking for a wage increase and a reduction to a 37½-hour week. Managements, however, have not accepted the proposals, insisting that the industry is in no position to grant these demands at this time because of unsettled conditions.

Members of the distributors' ex-

(Continued on page 6)

Vistarama Is Shown By Dudley on Coast

HOLLYWOOD, June 1. — Vistarama, photographic process which employs the anamorphic lens on camera and projector, and which yields a picture in 2.66-to-1 aspect ratio, was demonstrated by Carl Dudley, president of the Vistarama Corp., on a 65-foot

(Continued on page 7)

Coronation Test of Color TV in London Disappoints

By PETER BURNUP

LONDON, June 1.—The Pye-Lawrence color television system, which will be used experimentally here tomorrow to bring Coronation proceedings to shut-ins, was tested today at London children's hospital.

The demonstration used conventional receivers, providing a picture 12 inches by 16 inches, as well as a blown-up projection of a screen of approximately three feet by four.

Engineers present explained that cameras have not yet been properly sited nor has the circuit been properly adjusted. Moreover, today's extremely dull sky obviously militated against ideal color transmission. The color reproduction on conventional screen approximated in quality that of an average, secondary color film.

Due to the aforementioned circumstances, the defects were manifested not only in an unduly hazy color but also in distortion due to conversion

and transmission troubles on the blown-up version.

Tomorrow, three cameras will be sited on the roof of the Government Office covering the approach to Westminster Abbey, thereby being in position to pick up the royal procession both as it enters and leaves the Abbey. Engineers promise that the difficulties noted in today's tests definitely will have been remedied by that time.

Pye plans to use four sets, the principal one in the children's hospital, and others elsewhere.

Richard Hodgson, president of Chromatic, who is here and in charge of the demonstrations of the color tube in which Paramount Pictures owns an interest, stated that he hopes eventually to manufacture the Lawrence tube here, but he anticipates that it will be a year or two before it will be prepared for commercial distribution.

Ohio Newsreel Censoring Ban Passes Senate

**Mosher Bill Approved
By a Vote of 23 to 2**

COLUMBUS, O., June 1.—By a vote of 23 to 2, the Ohio State Senate today passed the Mosher Bill which calls for the elimination of newsreel censorship. The measure now goes to the House and it is expected that it will reach a vote within a week.

State Senator Charles A. Mosher, sponsor of the bill, previously had introduced a measure which, if passed, would have repealed the state censorship law which was enacted in 1913. However, he recalled the original bill and substituted a measure which would ban only the censoring of newsreels.

In Toledo last fall, a municipal court ruled that newsreels were exempt from censorship and since then

(Continued on page 6)

COMPO Speakers' Project This Fall

The Council of Motion Picture Organizations plans to launch its speakers' bureau project and hold an industry "roundtable" meeting on the Coast as planned, according to Robert Coyne, special counsel.

Coyne said that COMPO hopes to continue its economic studies of the industry so that it will not be lacking the facts and figures that were necessary to compile for the waging of its campaign for the repeal of the Federal admissions tax. COMPO now is said to be armed with accurate information as to the number of theatres in the United States and other data that was missing when the campaign started.

The speakers' bureau will get under way in the early fall, following the Coast roundtable discussions, Coyne said.

Georgia and Alabama Exhibitors Open Meet

ATLANTA, Ga., June 1.—The joint annual convention of the Motion Picture Owners and Operators of Georgia and the Alabama Theatres Association, opened here with a screening at Loew's Grand of CinemaScope, before a large attendance.

The convention sessions started today

(Continued on page 7)

Personal Mention

ARTHUR FREED, M-G-M producer, will return here today on the *S.S. United States* from England and France.

DORE SCHARY, M-G-M vice-president, has received from the Americanism committee of the AMVETS a citation praising "The Hoaxters" for the film's contribution to the cause of Americanism.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, was in Chicago yesterday from New York, and today is in Des Moines.

MAURICE BERNSTEIN, of Bernstein Fellingner Insurance Co. of Cleveland, will leave New York by plane on June 22 for a vacation in Europe.

SAM HARRIS, partner in the State Theatre, Hartford, Conn., and Mrs. HARRIS, will return on Aug. 1 from Europe.

NAT LEVY, Eastern and Southern division manager for RKO Radio, left here last night for Atlanta, Jacksonville and Charlotte.

SAM GALANTY, Mid-eastern division manager for Columbia, will leave New York this week to visit branch offices in Pittsburgh and Cleveland.

L. W. BROCKINGTON, president of the J. Arthur Rank companies in Canada, is hospitalized in Oxford, England.

SAM CORNISH, partner-manager of Niantic Theatre Corp., Niantic, Conn., and Mrs. CORNISH, are observing their 34th wedding anniversary.

HENRY HENIGSON, M-G-M special studio contact, will arrive in New York today on the *S.S. United States*. He is enroute to Hollywood.

MILTON HARRIS, formerly with RKO's exploitation department, is now manager of the Hippodrome, Baltimore.

LOIS LEONE WIRTHWEIN, daughter of HAROLD WIRTHWEIN, Allied Artists division manager, will marry JED LEW RIDDELL on Friday.

MORRIS LEFKO, RKO Radio East-Central district manager, is in New York from Cleveland.

RICARDO CANALS, RKO Radio manager for the Philippines, arrived in New York yesterday.

MURRAY SEGAL, of the public relations staff of Norton and Condon, is in Miami Beach.

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, will leave June 12 on a six-week trip to London.

Review

"Forever Female"

(Paramount)

Hollywood, June 1

GINGER ROGERS, William Holden, Paul Douglas and James Gleason are known box-office quantities whose billing-power a showman can count on with confidence to pull a big opening attendance for this good natured picture about the Broadway stage and its people, in which each of the four does very well indeed. But it's young Pat Crowley, a totally unknown box-office quantity as to heretofore but by no means as to hereafter, who will make the opening crowd glad it came and will send it away to tell the stay-at-home crowd to be sure and go to see "Forever Female." This young lady from network television is the freshest personality and most dynamic talent to light up the cinema screen in a long time. A showman billing the picture big with the four well-knowns and relying on this unknown to pay off the patrons can't miss.

The picture in which Miss Crowley makes her debut is strictly of the stage, but not stagey. That happy circumstance traces, no doubt, to the fact that Pat Duggan, who produced it, was a Broadway producer before coming West, and knows, therefore, how to make such matters as script revisions and secondary castings seem to the audience as important as they are to producers, writers, actors and the others on the lighted side of the footlights. Otherwise this script by Julius J. and Philip G. Epstein, suggested by J. M. Barrie's "Rosalind," wouldn't have warranted working over. The story's the one about the aging star and the youthful successor, and it's done here as well as usual by the cast in general, but outstandingly better by Miss Crowley.

The scene is of course Broadway, with only a slight excursion upstate to a strawhatter, and the picture played extremely well at the Pickwood Theatre in Santa Monica, which is about as far from Broadway as you can get while still keeping one foot on U. S. soil. The preview audience was a packed house (see how far West it was?) and nobody had been told what the picture was to be. They could not have liked it better if they had been exposed to all the exploitation pressures in the book. Audiences everywhere else are more likely than not to enjoy the same experience. Irving Rapper directed.

Running time, 93 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

Wissman and Russo Promoted by RKO

Philip A. Wissman, for the past five years in charge of RKO Radio's foreign accounting division, has been promoted to executive assistant in the foreign department.

Wissman joined RKO six years ago upon being mustered out of military service. Previously he was for many years with the auditing firm of Price, Waterhouse and Co.

William A. Russo, who was assistant to Wissman, has been promoted to take charge of the foreign accounting division. Russo has been with RKO for 17 years.

Plan Entertainment For Allied Meeting

BOSTON, June 1.—A full schedule of entertainment has been planned for the national Allied convention, which will be held in Boston Oct. 3-7. An old-fashioned New England shore dinner will be held Monday evening, Oct. 5. This will follow a cocktail party to be held in the afternoon.

Directors and their wives on Sunday will be dinner guests of Mr. and Mrs. Nathan Yamins at the Belmont Country Club.

Rites for Geo. Barnes, Veteran Cameraman

HOLLYWOOD, June 1.—Funeral services were held here today for George S. Barnes, veteran cameraman, who died Saturday from complications resulting from surgery. Barnes, who was 60, won an Academy Award for his photography of "Rebecca." He is survived by his widow, two daughters, two stepsons and a stepdaughter.

Whitbeck to be Cited By Publicists Guild

HOLLYWOOD, June 1.—M-G-M advertising-publicity executive Frank Whitbeck is to receive the Publicists' Guild's first annual "Tom-Tom" award, announced last week as the organization's official recognition for distinguished contributions to public relations, which will be presented at luncheon ceremonies June 12.

In announcing the selection, Guild president Dan Thomas said in part, "It is our opinion that his contribution to show business as a whole and the publicity profession in particular, places his name high among the film industry's greatest."

'Moon Is Blue' Debut To Aid Cancer Fund

A four-city, six-theatre charity premiere in New York, Chicago, Los Angeles and San Francisco for the benefit of the Damon Runyon Memorial Fund for Cancer Research will launch the Otto Preminger-F. Hugh Herbert film, "The Moon Is Blue."

The picture recently was denied a Production Code seal on appeal to the board of directors of the MPAA.

Showings of "The Moon Is Blue" will be on a continuous-performance, standard-priced basis.

Another 'Crusoe'

HOLLYWOOD, June 1.—"Robinson Crusoe," recently completed in English and Spanish versions by producer Oscar Dancigers in Mexico City, has arrived at Pathe Laboratories. Directed by Luis Bunuel, the film stars Dan O'Herlihy. It will be shown to various major companies for a worldwide distribution deal.

British Overcoming 3-D Antipathies

LONDON, June 1.—Despite early widespread lack of interest in the new screen processes here, equipping of theatres for introduction of the new techniques proceeds on all sides.

Apart from the installations in the Rank Organization's Leicester Square Odeon and M-G-M's Empire, reported earlier, Paramount Pictures is now installing a Stableford screen for 3-D and wide-screen presentation at its Plaza Theatre. It probably will be used first for "Sangaree."

Also, Sidney Newman has begun experimenting with new equipment at his Granada in the London suburb of Tooting, where presently a wide-screen made by the British firm of Andrew, Smith, Harkness is being tested. Experiments in conjunction with other manufacturers will follow.

The Cameo in Charing Cross Road here claims to be the first newsreel house to be equipped with wide-screen and stereophonic sound. The width of the screen has been increased from 14½ to 19½ feet, with a curve depth of 18 inches. Five additional speakers have been installed.

Chicago Reviewers To See IFE Films

Jonas Rosenfield, Jr., vice-president of the I.F.E. Releasing Corp., will address the film critics of Chicago tomorrow evening at a dinner at the Ambassador East Hotel. Rosenfield's trip from here coincides with the simultaneous opening Friday of two I.F.E. releases, "Bellissima" at the Carnegie Theatre and "Times Gone By" at the Surf. Both films will be screened for the reviewers, one before and one following the dinner. Midwest distributors, newspaper columnists and radio and TV commentators have also been invited to attend.

New Drive-in Opening

TOLEDO, O., June 1.—William Eckardt has been named manager of the new 1000-car Jesse James Drive-in, outside Toledo, which opened today.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"YOUNG BESS"

JEAN
SIMMONS
DEBORAH
KERR

STEWART
GRANGER
CHARLES
LAUGHTON

color by TECHNICOLOR • An M-G-M Picture
plus Spectacular STAGE PRESENTATION

STARTS TOMORROW

BURT LANCASTER
VIRGINIA MAYO

SOUTH SEA
WOMAN

PARAMOUNT

in person
VIC DAMONE
KAREN CHANDLER
JOEY BISHOP • BUNNY BRIGGS
RICHARD HAYMAN
AND HIS ORCH.

Midnight Feature

HIGH ADVENTURE STORMS THE SOUTH IN A TERRITORIAL SATURATION PREMIERE!

May 28 sparks the film's national
release with more than 600 engagements already set!

THE SOLID SOUTH IS REALLY BOOKED SOLID!

TEXAS—155 playdates · GEORGIA—153 playdates · LOUISIANA—128 playdates
OKLAHOMA — 105 playdates · NORTH AND SOUTH CAROLINA — 79 playdates

"Plenty of action!" —Showmen's T.R.
"Fast-moving!" —Exhibitor
"Sea battles, sword play,
sex appeal!" —Film Daily
"Boxoffice returns should
prove satisfactory!" —Variety
"Technicolor lends
added values to its
exploitable
subject!"
—Daily Variety

RAIDERS of the SEVEN SEAS

COLOR BY

Technicolor

GLOBAL PRODUCTIONS present

"RAIDERS OF THE SEVEN SEAS" *Technicolor*

STARRING

JOHN PAYNE · DONNA REED

with GERALD MOHR · LON CHANEY · Produced and Directed by
SIDNEY SALKOW Story and Screenplay by JOHN O'DEA and
SIDNEY SALKOW Executive Producer EDWARD SMALL



A GREAT
BIG ONE from
EDWARD SMALL

... thru

UA

...from the Honky Tonks to the penthouses ...the creep

PLACE: CHICAGO

DATE: JUNE 3rd ..

WORLI

HERBERT J. YATES
presents

CITY THAT
NEVER

Written by STEVE FISHE

the hoods, come out to war with the city!

AFTER DARK!

PREMIERE

SLEEPS

STARRING

GIG YOUNG · MALA POWERS

WILLIAM TALMAN · EDWARD ARNOLD

ALL WILLS · MARIE WINDSOR · PAULA RAYMOND

Associate Producer-Director JOHN H. AUER • A REPUBLIC PICTURE

REPUBLIC PICTURES CORPORATION



N.Y. Grosses

(Continued from page 1)

stereophonic sound. Despite unfavorable reviews in New York newspapers, the public appears to be responding in droves at the box-office, attracted by 3-D, the wide-screen and stereophonic sound. "Fort Ti," in its initial week, is shaping up as the Criterion's second highest grosser, topped only by "Hans Christian Andersen."

The first week of "Titanic" at the Roxy is expected to hit a sturdy \$105,000. The Roxy, which also features its regular IceColorama show, did a record business on Saturday, racking up a gross of \$31,000.

"Young Bess" at Radio City Music Hall also broke the Hall's Memorial Day record, grossing \$29,800 for the day. The Hall expects the picture to hit an excellent \$133,000 for its second week.

See \$30,000 for "Thunder Bay"

"Thunder Bay," being shown on a wide-screen with stereophonic sound at Loew's State, is due to register a fine \$30,000 for its second week. At the Paramount, the dual attraction of "Desert Song" and Jerry Gray and his orchestra on stage is expected to do a healthy \$61,000 for the second week.

The initial week of "Battle Circus" at the Capital is expected to do a fair \$27,000, while a nice \$15,000 is slated for the 10th week of "Salome" at the Rivoli. A good \$12,000 is indicated for the second week of "President's Lady" at the Astor.

The last six days of "The Juggler," now in its fourth week, is forecast to hit a fairly good \$10,000 at the Victoria. "Sangaree" bows there on Thursday and in preparation for the 3-D picture, to be shown on a wide-screen and with stereophonic sound, the theatre will be closed today and tomorrow.

"Destination Gobi" Fair

The first week of "Destination Gobi" at the Globe is predicted to do a fair \$13,000, while a good \$10,000 is indicated for the fourth week of "Desert Rats" at the Mayfair.

"Julius Caesar" will open its two-a-day engagement on Thursday at the Booth Theatre, where it will be shown on a wide-screen, with stereophonic sound. "This Is Cinerama" will move from the Broadway Theatre after a capacity run, to the Warner Theatre on Friday.

Summer Product

(Continued from page 1)

on the agenda will be the special handling of the wide-screen and stereophonic sound engagements of "Thunder Bay" and U-I's first 3-D picture, "It Came from Outer Space."

Home office members participating will be Ray E. Moon, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; P. T. Dana, Eastern sales manager; James J. Jordan, circuit sales manager; Irving Sochin, short subjects sales manager and Harry Fellerman, sales head of the U-I Special Films Division.

District managers attending from the field will be Barney Rose, San Francisco; Lester Zucker, Kansas City; Manie M. Gottlieb, Chicago; Henry H. Martin, Dallas; James V. Frew, Atlanta; P. F. Rosian, Cleveland; John J. Scully, Boston, and David A. Levy, New York.

Asides & Interludes

—by James Cunningham

THE New York State Court of Appeals, in a four-to-two decision upheld, the other day, the action of the Board of Regents (Censors) rejecting "La Ronde" as "immoral."

All right, so "La Ronde" is "immoral."

The decision from the great court divulged a technological awareness of the potentialities of 3-D about which, I am sure, the great masterminds of 3-D, were wholly unaware:

"Now we have commercially feasible three-dimensional projection," acclaims the Court, "some forms of which are said to bring the audience right into the picture. There can be no doubt that attempts will be made to bring the audience right into the bedroom."

Just a bunch of Anticipatorians.

☆☆☆

The Ritz Brothers are threatening to hit the market with what they claim is the first great advance in wide-screen since Lumiere introduced his six-stories-tall screen at the Galeries des Machines of the Paris exposition in 1889, a screen whose reflective quality was increased by lowering it into a tank of water before each show.

"We gotta real twist," the boys said, pointing their noses to the Society of Motion Picture and Television Engineers, "we dunk the audience!"

☆☆☆

Gentlemen, To Arms!

Anita Colby, an actress, writes in *The Sign*, published in Union City, New Jersey:

"A careful check of a cross section of employers of labor indicates that men are ruled out for positions in which a choice is possible because they ask higher wages, are less patient, less polite, less courteous, manually less dexterous, and in official language, 'constitutionally not as well fitted.'"

Shall this degradation go unchallenged, Eric Johnston?

☆☆☆

Exhibitors around Western New York State are said to be excited about 3-D, stereophonic, infra-red, outside stereophonic, six-by-nine vision, nine-men-in-a-booth, and all of the other scientific accomplishments in this great silent-to-sound-to-have-to-use-glasses industry.

Are these same box-office minded exhibitors aware of the fact that, just as the great technicians have devised a way to put a ping-pong ball into one's lap in a theatre, a joint Canadian-American Commission has found a gimmick to slow down the flow of Niagara Falls at night, when the visitors aren't watching it, anyhow?

Seems that the water that flows over the falls has washed away about 900 feet of the crest since 1673, and unless things are slowed down, things will be awful.

☆☆☆

Paramount Pictures hosted a party for the press the other day at New York's Sherry Netherland Hotel, to introduce Tony Curtis as the great Houdini, the star of "The Great Houdini," aided and abetted by his wife, Bess Houdini, portrayed by Janet Leigh.

Paramount promised us that we would "see, experience, and enjoy an unparalleled exhibition of magic and illusion by

THE JUSTLY WORLD RENOWNED SELF-LIBERATOR
THAT EXPERT OF EXTRICATION, MYSTERIST AND WIZARD
THE MAN WHO CAN MAKE MIGHTY ELEPHANTS VANISH
BEFORE YOUR VERY EYES

THE MAN NO BOLTS, BARS, LOCKS, CHAINS OR STRAIT-JACKET
CAN HOLD

Well, we just could not make the reception at the Sherry Netherland, and missed greatly the opportunity of seeing Tony Houdini-ing Houdini.

So, we placed a telephone call to Tony Houdini at the hotel to express our regrets and were told by a bold and brazen flunkey—whose name sounded like Picault—that, "Mister Tony Houdini Curtis cannot be disturbed right now. Seems he sawed his wife in half and he's having a helluva job putting her together."

BARGAIN BASEMENT FILM SPECIAL: "The Alaskan Eskimo," offered by Walt Disney Productions, for a rental price of only \$9. The prospectus tells us that it presents "the heartwarming story of Kogannak and his family as they work and relax over such rare treats as whaleskin chewing gum, blueberry ice cream made with whale oil and needlefish candy" . . .

☆☆☆

The imagination of the motion picture press agent is at times beyond imagination.

Paramount has a picture, "Stalag 17," about Americans in a prisoner of World War II camp. One of the cookies at Paramount bumped into the knowledge that an organization known as American Ex-Prisoners of War, Inc.—membership confined solely to those who spent time behind bars or barbed wire in enemy prisoner-of-war camps during World War II—is having a convention in Oklahoma City on Saturday. And so "Stalag 17" will open at the Criterion Theatre in Oklahoma City on Saturday. With as much fanfare as possible.

Censorship

(Continued from page 1)

the reels have been shown without prior clearance from the state censor board.

Senator Mosher, prior to the vote today, gave an explanation of the bill and its purposes and asked for quick action. He got it by almost unanimous approval.

Senator Mosher pointed out that the states of New York, Kansas and Pennsylvania have exempted newsreels from censorship.

A fee of \$3 for each reel of film censored, which applies to all duplicate prints of the same picture, is required under the 1913 law. Fees collected in excess of the amount necessary for the operation of the board go into a fund used by the superintendent of public information. According to a brief filed by the American Civil Liberties Union, the excess of collections over operating costs was \$2,229,960 over a 10-year period. For the last three years, the excess has averaged more than \$250,000 a year, it was stated.

Skiatron Program

(Continued from page 1)

Skiatron spokesman indicated that the titles of motion pictures to be shown were being withheld pending another effort to line up additional product.

The program, to be shown from 11:00 A.M. to 8:00 P.M. daily, will feature a film showing the future possibilities of the system in the fields of films, grand opera, Broadway stage plays, major sports events and educational courses. The film was specially produced by Skiatron. A preview for the press will be staged on Monday.

For the demonstration, a combination of closed circuit and WOR-TV facilities will be utilized. WOR-TV will cooperate during non-regular broadcasting hours, as approved by the Federal Communications Commission.

Skiatron, in announcing the public showing, said it will apply to the FCC later this year the necessary permission to operate its subscription television commercially.

Strike Threat

(Continued from page 1)

change operations committee are now covering the remainder of the regional branches for the purpose of winding up negotiations for new pacts in local offices in the field. When they return here in about a week, conferences on the New York pacts will be resumed.

Meanwhile, negotiations have started on a new contract for Paramount home office employees. This pact has expired, but the agreement has been extended for retroactivity when a settlement is reached. It is not expected that conferences will be held on the Paramount contract until after the exchange pacts have been settled.

Annual Awards Set By Rogers Hospital

Sculptured bronze plaques, and cash honorariums, will be awarded annually in each of the three fields of research, medicine and surgery by the Will Rogers Memorial Hospital. First presentations will be made at the 1954 convention of the American College of Chest Physicians and the American Medical Association.

Vistarama

(Continued from page 1)

screen borrowed for the demonstration from the Columbia studio. The Vistarama process is completely compatible with CinemaScope and all other wide-screen systems using a single film strip, Dudley said, and is equally applicable to the 16mm field, in which Dudley has large-scale interests.

The particular advantage of the Vistarama method, Dudley said, is that "release prints in any aspect ratio can be made from a single negative; therefore the producer can supply all theatres, with or without wide-screen and anamorphic projection lenses, without the expense of shooting two negatives."

Won't Enter Screen-Making Field

Dudley has not yet determined price or precise terms to govern the providing of the Vistarama process for other producers' use, but he did make it clear that he will impose no obligations such as approval of script or booking intentions. Neither has he any intention of merchandising the lenses to theatres for use on projectors, he said, and will not enter the screen-manufacturing field.

Dudley announced that three feature pictures and six short subjects will be produced in Vistarama for theatrical use, with shooting to begin as soon as the new Eastman tungsten color negative is available. Most footage used for today's demonstration was Eastman.

To demonstrate the system's compatibility, Dudley used a CinemaScope projecting lens on footage shot with a Vistarama lens after previously projecting the film with a Vistarama lens.

Also included in the footage shown in the demonstration were 16mm scenes that had been shot up to 35mm.

Dudley will demonstrate Vistarama to the 16mm convention in Chicago on Thursday and at the RKO 86th Street Theatre, New York, a week from Wednesday.

Gay London Crowds Hail Wilcox 'Opera'

LONDON, June 1.—Last night's screening of Herbert Wilcox's "The Beggar's Opera" at the Rialto Theatre proved to be one of the pre-coronation highlights here.

Sponsored by the Lord High Chamberlain for an audience of 450 of the Queen's guests, including royalty, Cabinet ministers and ambassadors from the world over, the event drew 10,000 persons into Coventry Street.

The picture, in color by Technicolor, stars Sir Laurence Olivier. Its regular run at the Rialto will begin Friday and a New York showing is to be set later.

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Time Wins Suit For Paramount

Hollywood, June 1.—The statute of limitations won for Paramount Pictures Corp. and Paramount Distributing Co. dismissal as co-defendants in a \$702,000 anti-trust suit in Federal Judge Ben Harrison's court here. The suit had been filed February 6th by Lorraine Valuskis, former operator of the Bell Theatre, Bell, Calif., naming seven majors and asking treble damages for discrimination allegedly practiced against the plaintiff between June 18, 1938, and May 31, 1940.

Three Premieres for June, July in Chicago

CHICAGO, June 1.—World premieres for three films are scheduled for Chicago during June and July.

"The City that Never Sleeps" will open at the B. & K. Roosevelt Wednesday, with Gig Young, Mala Powers and Chill Wills, all of whom are in the film, which was shot on location in Chicago, making personal appearances on the opening day.

"I, the Jury," United Artists 3-D feature, will make its bow at the B. & K. Chicago July 24 with author Mickey Spillane and leading members of the cast making personal appearances.

"The Moon Is Blue" will have its premiere at the Essaness Woods on June 22. Definitely expected here for the occasion is Maggie MacNamara, who starred in the play during its local run, and who plays the lead in the picture.

Para. Distributes 'Aspect' Brochure

A special booklet concerning the 1.66-to-1 screen aspect ratio, advocated by Paramount Pictures, is being distributed to exhibitors, newspapers, industry leaders and others, the company disclosed here yesterday.

The booklet, titled "The New Aspect in Motion Picture Presentation," contains an analysis of exhibition screen techniques and makes recommendations to theatre owners and operators based on recent surveys.

Rosson, Director, Dies in Hollywood

HOLLYWOOD, June 1.—Richard Rosson, 60, film director, who for the past year had been suffering from a tropical disease contracted while on location in South Africa, was found dead at home by his wife.

Rosson, a native of New York, started his screen career in 1914. His many pictures included "West Point of the Air," "Come and Get It," "The Wizard" and "Corvette K-225."

16 N. Y. State 'P.A.'s Set for 'Farmer'

A 16-city tour of upper New York State by three 20th Century-Fox studio personalities has been scheduled for the next two weeks to help launch "The Farmer Takes A Wife." Casey Adams, Charlotte Austin and Merry Anders will arrive here from the Coast tomorrow and will start the tour Thursday in Gloversville.

CinemaScope Seen, Praised in Georgia

ATLANTA, June 1.—The seventh key city theatre demonstration of 20th Century-Fox's CinemaScope process was held here this morning at Loew's Grand Theatre before several thousand guests.

Theatre heads from Atlanta and other Georgia cities, Tennessee, Alabama, Florida and South Carolina, witnessed the 45-minute showings.

Al Lichtman, 20th Century-Fox's director of distribution, who flew here from New York to attend, addressed the audiences following each of two demonstrations, detailing procedures for equipping theatres with CinemaScope.

Reactions to the process, which uses stereophonic sound and the Miracle Mirror screen, from both press and industry guests were said to be highly enthusiastic.

Another theatre demonstration is set for tomorrow in Kansas City.

CBS Shows 6-Foot Color Screen Here

A special preview demonstration of Columbia Broadcasting System's six-foot color screen was held here yesterday at the Hotel Roosevelt, before an invited audience of newsmen and doctors.

The special screen will be used for the closed-circuit color telecast next week at the annual meeting here of the American Medical Association. Yesterday's telecast of an eye operation originated from the New York Hospital-Cornell Medical Center.

Atlanta Meet

(Continued from page 1)

in the Atlanta Biltmore at 12:30 P.M. Described as the Governor's Luncheon, it had J. H. Thompson, president of the Georgia organization as master of ceremonies. The opening address was delivered by Hon. Marvin Griffin, Lieutenant Governor of Georgia, who spoke on the excellent service that the theatre owners give to the state.

Another speaker at the luncheon was William B. Hartsfield, Mayor of Atlanta.

After the luncheon the afternoon session started at 2:30 P.M., with Nat Williams of Thomasville, Ga. as chairman.

Speakers for the afternoon session were: Alfred Starr, president of TOA, whose talk was on theatre taxes, and Herman Levy, TOA counsel.

The last talk on the program today was given by George Murphy, film star.

The day closed with a cocktail party and buffet dinner.

Tomorrow's business session will be closed to the public. There will also be discussions of 3-D and wide-screen exhibition, a school for drive-in theatres and talks on current industry developments. E. D. Martin will be chairman.

Shea Managers Named

PITTSBURGH, June 1.—Bernie Hickey, manager of Shea's Lawler Theatre in Greenfield, Mass., has been named manager of the circuit's Fulton Theatre, here. Ernie Whitford, Hickey's assistant at the Lawler, has been appointed manager of the theatre.

GREAT MOTION PICTURES ARE PROCESSED BY *Pathé*

JAY BONAFIELD,

Executive Vice Pres., RKO-Pathé, Inc., says:

"We have never settled for less than the best. We use Pathé Labs."



"When it comes to film laboratory services we have never settled for anything less than the best in skill and dependability. Consequently, we have never settled for less than *Pathé* Laboratories."

RKO-Pathé's varied product includes the best in theatrical and industrial shorts, as well as such specials as OPERATION A-BOMB and its HEAVYWEIGHT FIGHT PICTURES.



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EVER TO PLAY
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IN
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MOTION PICTURE DAILY

Accurate
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VOL. 73. NO. 107

NEW YORK, U. S. A., WEDNESDAY, JUNE 3, 1953

TEN CENTS

\$14,000,000 Trust Action Is Filed Here

Skouras Subsidiaries Name Major Companies

The long-threatened anti-trust suit by Skouras Theatres, involving more than \$14,000,000 in triple damages, was filed in New York Federal Court yesterday by the parent company on behalf of six subsidiary companies, against all major companies except 20th Century-Fox.

The plaintiffs ask that the defendants be enjoined from allegedly conspiring to deprive the plaintiffs of the right to

(Continued on page 4)

Arbitration Can't Solve Top Problems, Allied Tells S.B.C.

WASHINGTON, June 2.—Allied States Association general counsel Abram F. Myers told the Senate Small Business sub-committee studying industry trade practices that arbitration "does not and cannot reach the major problems" of the independent exhibitor—pre-releases, price-fixing and excessive use of competitive bidding by distributors.

He urged the sub-committee to bring pressure on the Justice

(Continued on page 5)

\$1,749,000 from Cinerama Run

"This Is Cinerama," which moves over to the Warner Theatre here on Friday, grossed a walloping \$1,749,000 during its eight-month run at the Broadway Theatre.

Mail orders at the Warner Theatre, it was stated, are being received at the rate of 500 to 600 letters a day for the entire summer. The opening night will be highlighted by the presentation of awards from Dr. Dan Poling, editor of *The Christian Herald*, and Robert Christenberry, president of the Broadway Association, to Lowell Thomas and Merian Cooper of Cinerama.

British Theatres, Films Play Coronation Roles

By PETER BURNUP

LONDON, June 2.—The motion picture industry played its part in the Coronation activities here today. The country's theatres generally remained dark until 4:30 in the afternoon. At 9:00 P.M. every one of the 4,000-odd theatres suspended its program to enable the Queen's speech on the radio to be relayed to the audience.

RKO Sets Exhibitor Screenings for First 3-D Entries

The first 3-D features from RKO Radio Pictures, "Second Chance" and "Arizona Outpost," will be shown to exhibitors throughout the country July 1 and July 13, Charles Boasberg, general sales manager, disclosed here yesterday.

All branches have been instructed to arrange for screenings in suitable theatres equipped to show 3-D films, he said. Where possible, stereophonic sound will be used.

Commenting on RKO's first entries

(Continued on page 6)

Fox Midwest Holds Spring Convention

KANSAS CITY, Mo., June 2.—The Spring convention of Fox Midwest Amusement Corp. opened this morning with conferences between district managers and their managers, in the Hotel President. In the afternoon they attended the demonstration of

(Continued on page 6)

The B.B.C.'s TV service had, ironically, enabled a chosen few theatres to remain open through the day. Paramount's Plaza had a packed house of paying customers watching the ceremony and its attendant excitement on its Kinescope screen. Seven houses of Jack Davis's group of newsreel theatres had installed TV screens seven feet by five feet and brought in audiences at a price which included meal service.

In accordance with previously reported plans, J. Arthur Rank's Leicester Square Odeon, Doncaster Gaumont, Leeds Odeon and Manchester Gaumont, and A.B.C.'s Commodore in the London suburb of Hammersmith had invited audiences to large-screen

(Continued on page 7)

Coronation Newsreel Scenes on Screens

Newsreel footage of the Coronation of Queen Elizabeth was due here late yesterday from London and is slated to reach local screens this morning. American newsreel companies pooled their facilities, planting their cameramen all over Coronation locations and

(Continued on page 7)

'Julius Caesar'

[Metro-Goldwyn-Mayer]

Hollywood, June 2

M-G-M's "Julius Caesar" is William Shakespeare's "Julius Caesar" slightly abridged and vastly enlarged, but otherwise intact. It has been produced by top film craftsmen and boasts a distinguished cast. It has been supplied with authentic mountings and an appropriate musical score. It has been neither modernized nor modified.

On the contrary, those narrative and directional conveniences long common to screen use are by-passed frequently in an apparent determination to preserve the play's stage manner and pace. The attraction is, for these and other reasons, a stage play-on-film, rather than, in the literal sense, a motion picture. It calls for special handling, such as the advanced scale, two-a-day presentation which is being given it at the Booth Theatre in New York.

It has been geared as to cast, cost and care, alike, for special presentation policies.

The production's name-power is impressive and covers a wide range of audience tastes. There are, in billing order, Marlon Brando, James Mason,

(Continued on page 8)

Balaban Paints Bright Future For Paramount

Optimistic Report Given At Stockholders Meeting

At the annual meeting of Paramount stockholders here yesterday, at which all directors were re-elected, president Barney Balaban delivered a message which was regarded as the most optimistic in recent years.

Stockholders were told that company business for the second six months of this year should exceed that of the same period last year, that earnings in April and May were ahead of the corresponding months of 1952 and that the business vol-

(Continued on page 4)

No Supreme Court O.K. on Auction Bidding, Levy Says

ATLANTA, June 2.—The recent refusal of the U. S. Supreme Court to grant the right of appeal in the Jackson Park and Milwaukee Towne cases has given rise to an erroneous impression within the industry, Herman Levy, general counsel of the Theatre Owners of America, said here today at the joint convention of the Motion Picture Theatre Owners and Operators of Georgia and the Alabama Theatres Association.

This refusal, Levy said, does not mean that the Supreme Court gave its judicial blessing to the use of auc-

(Continued on page 4)

New Booking Group Studied, Is Report

A new nationwide booking organization of independent exhibitors to combat "special attractions" and other allegedly "unfair trade practices" is in the making, it was learned here yesterday. The report stated that a meeting will be held today in Chicago to formulate organizing plans. It is said that key booking executives from various sections of the country will attend.

Personal Mention

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, returned to New York by plane from Europe yesterday.

DEAN MARTIN and JERRY LEWIS, accompanied by MRS. LEWIS and their sons, GARY and RONALD, will sail for Europe today aboard the *S.S. Queen Elizabeth*. Leaving on the same ship will be REX HARRISON and his wife, LILLI PALMER.

JACK SOGG, M-G-M branch manager in Cleveland, will attend the graduation of his son, ALAN, from Miami University on June 8.

MYRON MANDEL, son of MR. AND MRS. HARRY MANDEL of RKO Theatres, and NORMA JUDITH HART, have announced their engagement.

AARON WAYNE, Paramount salesman in Cleveland for 25 years, has joined the United Artists sales force in that city.

DUNCAN MCGREGOR, general manager for Pathe in the U. S., will leave New York today on the *S.S. Liberte* for Europe.

SIDNEY SHELDON, writer, will arrive in New York today from Hollywood for a week's stay before leaving for Europe.

ARTHUR YOUNG, veteran Paramount booker in Cleveland, has been received into the Paramount 100 Per Cent Club.

CLAUDE EZELL, of Claude Ezell & Associates, Texas theatre operators, is visiting in New York.

CHARLES B. McDONALD (RKO Theatres, retired), is in New York from Hollywood, Fla.

Peak Production at Universal Studio

HOLLYWOOD, June 2.—Four films, three of them with color in Technicolor and the fourth in third-dimension, will go into production at Universal-International this month to bring the studio to its highest peak of activity so far this year.

The first to go before the cameras will be "Border River," Technicolor, starring Joel McCrea, Yvonne De Carlo and Pedro Armendariz. It will be produced by Albert J. Cohen and directed by George Sherman.

The second will be the James Stewart-June Allyson starrer, "The Glenn Miller Story." Anthony Mann will direct and Aaron Rosenberg will produce.

Third feature will be "The Glass Web," in 3-D, to star Edward G. Robinson. Cohen will produce and Jack Arnold will direct.

The final June starter will be "The Son of Cochise," also in Technicolor. Ross Hunter will produce.

Review

"The Affairs of Dobie Gillis"

(Metro-Goldwyn-Mayer)

A BRIGHT, slaphappy comedy with music featuring the young, zestful Debbie Reynolds and Bobby Van is offered in this M-G-M release. Much of the credit for keeping the good fun rolling goes to humorist Max Shulman, who wrote the screenplay.

The combination of talents here is happy in all respects. Designed as a modest production, the film may not win great awards, but it certainly will entertain the customers. Van, heretofore known principally as a dancer, makes a fine Shulman here, an uncomplicated extravert brimming with goodwill toward men and a fatal attraction for women and bad luck. As his lovesick foil, Miss Reynolds displays, along with her vocal charms, a sure comedy technique.

The story, a meandering affair depending on comic interpretation rather than surprising invention, follows Van's adventures on his enrollment as a freshman at Grainbelt University where he promptly falls in love with Miss Reynolds. She, like him, has a strong apathy for books and a penchant for getting into compromising scrapes. Together they dance, sing and blow up the chemistry building, which fiasco prompts her parents to pack her off to New York and away from Van. How they are eventually reunited with the indication that true love will be allowed to run its course, makes for some highly amusing farcical situations.

A couple of other newcomers who share the comedy, singing and dancing spotlights are Baraba Ruick and Bob Fosse, two more freshmen endowed with talent and energy to spare. On hand also are Lurene Tuttle and Hanley Stafford (the late "Baby Snooks" radio papa) as Miss Reynolds' distraught parents, and Hans Conried, who makes something especially funny of an English professor sentenced to teach grubby little freshmen.

Arthur W. Loew, Jr. produced and Don Weis directed the show which is frenetic but also fresh and bears the overall M-G-M polish. Songs spliced into the action include "All I Do Is Dream of You," "I'm Through with Love" and "You Can't Do Wrong Doing Right."

Running time, 74 minutes. General audience classification. Release date, June 19.

Jules Levey Will Produce in Europe

Producer Jules Levey will sail on the *S.S. Liberte* today to set up preliminary plans for the production of one or more pictures in Europe. Levey said here yesterday that he had several scripts and that he would look over foreign production facilities before deciding in which country he would shoot.

Tentative plans call for the possible production of one picture in England and another in either France or Italy. One story he owns has a New York background but the locale can be shifted to a European city with a minor re-write. Actual production may get under way in mid-summer.

Jordan to Manage W.B. Atlanta Branch

Charles T. Jordan, Jr., formerly Warner branch manager in Jacksonville, has been promoted to the post of branch manager in Atlanta, replacing Frank Carter, resigned, it was announced here by Ben Kalmenson, Warner distribution vice-president.

Carroll Ogburn, sales manager in Charlotte, has been named branch manager in Jacksonville.

Legislators at Screening

Fifty Senators and Representatives of the New York State legislature will attend the first evening performance of "The Paris Express" on Friday at the Sutton Theatre here. They will be guests of Sen. Fred Moritt, himself a former actor and now one of the owners of the film.

Weltner to Go with Johnston to Europe

George Weltner, president of Paramount International, will accompany Eric Johnston, president of the Motion Picture Association of America, to Europe on June 24 when they will go overseas in connection with new film pacts in Belgium, Germany and France.

Weltner indicated yesterday that U. S. companies may run into some difficulties in negotiating a new deal in France. He said it was not likely that American distributors would accept less than the 112 pictures allowed for export to France under the current pact.

The Belgian deal has been completed and calls for unlimited product imports in Belgium and no restrictions on remittances. The deal is expected to be signed upon their arrival in Brussels.

Cites Theatre TV Business Uses

A seven-page article citing the uses of theatre network television for business and organization purposes, written by Victor M. Ratner, director of Theatre Network Television's Tele-Sessions, is contained in the current issue of the *Harvard Business Review*.

The article says the industrial and organizational use of television is "inevitable," calling it a form of "mass production and mass distribution of meetings" which saves time and money in an area of major expense to American business. The experience of the Lees Carpets TNT Tele-Session was cited in the article.

20th Outlines Big TV Campaign for Summer Releases

A 20th Century-Fox exploitation program, highlighting the concentrated use of television for local-level penetration, was outlined here yesterday for eight summer releases by Charles Einfeld, vice-president.

The merchandising push for the eight films will feature the use of TV selling to pin-point production and entertainment values to millions of individuals across the nation. In every case, he added, emphasis will be placed on local-level penetration with individual theatres garnering aid through saturation TV and newspaper advertising.

Radio, Newsreels to Cover

The Robert L. Jacks production of "Man on a Tightrope" will receive its New York send-off tomorrow evening at the Mayfair Theatre. Stars and outstanding personalities will attend, with ABC-TV, radio and newsreels covering.

"Pickup on South Street," in its first dates, is being pre-sold through 2,000-line newspaper ads and television and radio spot announcements. An advertising and exploitation campaign blanketing the Midwest is currently in progress for "Powder River."

For "White Witch Doctor" a two-week pre-opening campaign will be launched through New England, New York State and San Francisco. Another regional opening is being arranged for "The Glory Brigade." Preceding four-area openings there will be a premiere in New York this month for the *Herald Tribune's* Fresh Air Fund. A third July attraction to receive a big promotional launching, "The Kid from Left Field," will have openings in several hundred theatres in Chicago, Springfield, Milwaukee and other cities of the Midwest.

"Scoutmaster" Heavily Backed

In August, campaigns will be put into motion for "Dangerous Crossing" and "Mister Scoutmaster." "Mister Scoutmaster" will be backed by a \$250,000 national television campaign.

V.C., Cinema Lodge Golf Competition

A New York Variety Club team consisting of Edward L. Fabian, William White, Monroe Greenthal and Ted Sullivan will compete with a Cinema Lodge team consisting of Harold Rinzler, Len Gruenberg, Solomon Strausberg and Martin Levine at the second annual film industry golf tournament being sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y., which will be held on Thursday, June 11.

"Shane" Strong in Hub

BOSTON, June 2.—Paramount's "Shane," playing the Metropolitan here, with the new Miracle screen and stereophonic sound, grossed almost \$20,000 in its first three days.

LOOK! IT'S BUMPER-TO-BUMPER
along the highways with sunny weather,
baseball and all kinds of outdoor competition!



LOOK! IT'S BUMPER-TO-BUMPER
AT THE MUSIC HALL and across the nation!



IT'S M-G-M's BIG TECHNICOLOR HIT
"YOUNG BESS"
THE LOVE STORY OF A PRINCESS!

*M-G-M presents In Color by Technicolor
"YOUNG BESS" (The Love Story Of A
Princess) starring JEAN SIMMONS
STEWART GRANGER • DEBORAH
KERR • CHARLES LAUGHTON • with
Kay Walsh • Guy Rolfe • Kathleen Byron
Cecil Kellaway • Leo G. Carroll • Rex
Thompson • Screen Play by Jan Lustig and
Arthur Wimperis • Based on the novel by
Margaret Irwin • Directed by George Sidney
Produced by Sidney Franklin*



**A Great M-G-M
Attraction When
You Need It Most!**

\$14 Million Suit *Bright Future for Para.*

(Continued from page 1)

negotiate for first-run product in its Manhattan theatres and from agreeing among themselves to allocate product to RKO and Loew's houses on first-run splits to the detriment of the plaintiffs.

Theatres of the plaintiffs involved are the Riverside, Riviera and Nemo. It is claimed that prior to 1947, the plaintiffs' theatres were forced to pool their product with RKO Theatres and to split the profits or losses. The defendants, it is charged, have forced the plaintiffs to grant ownership in their properties to the affiliated houses and, in some cases, to sell their theatres.

Plaintiffs Listed

Plaintiffs in the action and the amount of damages asked by each are: Riverside Theatre, \$3,187,731; Riverside Theatre Corp., \$900,000; 97th & Broadway Corp. (Riviera), \$5,536,854; Viera Theatre Corp., \$2,632,689; Broadway Variety Co., \$1,675,722, and Nemo Theatre Corp., \$450,000.

Earnings Rise for Studio Union Crafts

HOLLYWOOD, June 2.—Studio craft union workers' weekly earnings averaged \$114.67 during April, according to the California Department of Industrial Relations' monthly report. The figure compares with \$112.10 averaged in March, and with \$110.40 in April a year ago.

ume during June should be greater than normal June income.

Reelected to the board by a vote representing approximately 78 per cent of the outstanding stock were: Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Austin C. Keough, Earl I. McClintock, Fred Mohrhardt, Maurice Newton, Paul Raibourn, Edwin Weisl, George Weltner and Adolph Zukor. Represented at the meeting, in person and by proxy, were 1,808,527 shares of the 2,327,748 outstanding.

Directors Meet Tomorrow

The directors will meet here tomorrow to elect officers.

Balaban's optimism was based on his observation that the "use of the wide screen and three dimensional has stimulated a far-reaching evolution in our business." In connection with the new media, Balaban reported what he described as "encouraging news received from our studio" relating to success in testing and perfecting wide-angle photographic lenses as part of Paramount's panoramic large screen program.

Balaban explained that in addition to photographing at a wider angle than any other lens now in use in Hollywood, "these lenses can work interchangeably with other standard lenses on any standard camera. These lenses require no more light than standard ones and the release prints can play in any theatre without a single

modification of the equipment or the print. When played back on the panoramic large screen, the picture can be of greater size and still retain better picture quality and resolution than any picture which has demonstrated to date."

"We are equally concerned," he said, "about the thousands of smaller theatres in villages, hamlets and suburban areas throughout the world which may be excluded from these proposed developments by some proposed technical process that is not practical for those theatres. Paramount believes it is not necessary to write off these thousands of theatres and will make every conceivable effort to preserve them as a continuing and important asset of the motion picture industry."

In discussing Paramount's extensive TV interests, Balaban said that many of the major companies in the television manufacturing fields have recognized as the practical solution to the color tube problem the invention of Dr. Ernest O. Lawrence and developed by Chromatic Television Laboratories, a Paramount affiliate. The Lawrence tube, he said, makes color TV economically practicable for the mass public.

A number of important companies in the television industry, Balaban said, have been engaged in "serious discussions with us" during the last few weeks concerning the Lawrence tube. He added that thus far the company has not entered into any commitments but is exploring all of the potentialities of the "favorable situation." He added that "we are gratified that our faith in this undertaking is being confirmed by the judgment of many influential elements in the television manufacturing industry."

Question Period Held

In a question-and-answer period that followed Balaban's annual message, it was brought out that Paramount would not press for the sale of the New York Paramount Building at this time; that the company could and may buy up between 50,000 and 80,000 shares of its own stock on the open market; that there is no plan afoot by Paramount to produce pictures for TV, and that the company has an investment in Telemeter (pay-as-you-see television) of about \$775,000, plus a guaranteed loan of \$222,000. Balaban also said there would be no product shortage as far as Paramount was concerned and that, in fact, pictures were being added to the normal release schedule, citing three for this month instead of one, as previously slated.

Cuban Theatres Bar All Newsreels

WASHINGTON, June 2.—Cuban theatre owners have agreed to show no newsreels—Cuban or foreign—until the government lifts its newsreel censorship order, according to Commerce Department film chief Nathan D. Golden.

Golden said also that all three Cuban newsreel companies have closed down their operations rather than submit to prior censorship.

High Court

(Continued from page 1)

tion bidding. He warned that it is important that the contrary impression be dissipated before it misleads and confuses exhibitors further and "before it is adopted by distribution as an additional attempted justification for the present widespread and unnecessary use of competitive bidding where it is unwanted, had not been requested and is being used by distribution solely for the purpose of obtaining increased film rental."

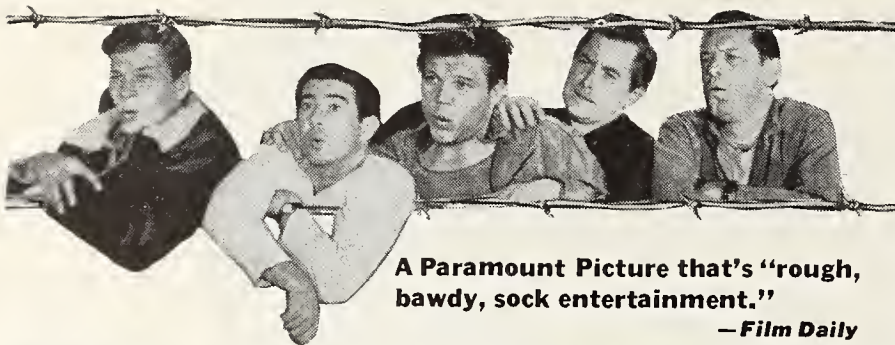
At the election of officers held today J. H. Thompson was named president, E. D. Martin treasurer, John Thompson secretary, O. C. Lam executive vice-president, and Nat Williams and Ray Edmonson, vice-presidents.

Other speakers today included Mike Simons, of M-G-M; Dick Kennedy, Alabama theatre owner; T. Hiram Stanley, vice-president of the Nehi Corp., and Jack Braunagel, general manager of Commonwealth Theatres, Kansas City.

The co-featured speaker, Alfred Starr, president of TOA, warned that it is dangerous for production and distribution to advance the philosophy that 3-D can be the salvation of the industry. Explaining the bidding situation, Levy said: "The denial of review by the Supreme Court does not mean that it approves and affirms the decision of the lower court. This has been stated by the court time and time again. To arrive at any other conclusions concerning the effect of the denial is unsound, contrary to law."

Whatever law was established by the lower court in the Jackson Park and Towne cases, Levy maintained, the refusal of the Supreme Court to hear appeals did not approve the decisions nor the reasoning and the philosophy behind them. Declared Levy, "Therefore, it is incorrect, misleading, and confusing to say, for example, that the Supreme Court, by its denial, gave its blessing to the use of auction bidding. No such far reaching economic issues were brought before the Court by these cases."

Starr, in his address, hit "exorbitant film rentals" by distributors and spoke of the confusion felt by exhibitors with the advent of numerous 3-D and wide screen systems.



Stalag 17

The PW Camp where the enemy made the mistake of putting 630 U. S. Army sergeants together...



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\$441

(from New York), including round-trip transportation and hotel accommodations

Fly United DC-6 air tourist service all the way, with stop-over on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.

UNITED AIR LINES
Fare plus tax.

COMPARE THE FARE AND YOU'LL GO BY AIR

Hold 'Showmanship' AMPA Meet Today

A "Showmanship" luncheon sponsored by the Association of Motion Picture Advertisers, will be held here today in the Piccadilly Hotel.

Leonard Goldenson, president of American Broadcasting-Paramount Theatres, will be the featured speaker. Attending as guests will be many Quigley Showmanship Award winners of previous years, in addition to the 1952 Award-winners, Ivan Ackery of Famous Players-Canadian's Orpheum Theatre, Vancouver, and J. P. Harrison of Interstate's Campus Theatre, Denton, Texas.

Goldwurm Acquires Graetz Film Rights

Acquisition of American distribution rights to all previous films made by Paul Graetz, European producer, has been obtained by Jean Goldwurm, president of Times Film Corp., it was announced by Goldwurm following his return from Europe.

Goldwurm, whose company owns and operates theatres in New York, Philadelphia, Boston and Chicago, said that he has also entered into a number of option agreements for pictures now shooting in Europe and will return to the Continent late this summer to exercise the options after viewing completed product in principal European centers.

Allied Answers S.B.C.

(Continued from page 1)

Department to act against major companies on all three fronts.

"It would be a calamity," he declared, "if the Committee or the Attorney General should postpone remedial action on those major problems and relegate the exhibitors to another Panmunjom conference on arbitration."

Myers took this stand in a 27-page supplemental statement submitted for the sub-committee record early last week, but made public only today. Most of the statement was devoted to attempts to refute various claims made by distributor witnesses in earlier testimony before the sub-committee.

Myers argued that Justice Department action was required to halt pre-releasing because under the Paramount consent decrees exhibitors cannot go to the statutory court for relief and because losses arising from any pre-release would probably not be enough to equal the minimum amount necessary to bring a private anti-trust suit in federal courts.

Terming price-fixing "the most flagrant of the violations involved in the pre-releasing practice," Myers said it made no difference whether the prices fixed were reasonable or unreasonable. He said the Department should use its powers under the decree to examine the books of the distributors and should take prompt action in the courts to "stamp out" this practice.

Competitive bidding, Myers said, can be justified only where an independent exhibitor seeks to obtain pictures on a run that has been monopolized by a circuit theatre, and urged that the Attorney General be requested to apply to the District Court for an order restricting bidding to these cases.

He also urged the sub-committee to recommend that the distributors voluntarily put into effect the bidding reforms set forth in their draft of the arbitration system. He said that while these reforms would apply only to a limited number of cases, they still would be "of much benefit."

Replies to Senators' Question

Noting that Senators had raised the question of why the distributors act in such a way as to destroy their own markets, Myers said this was admittedly hard to understand, but that possibly it was because divorce-ment in the industry has been "merely technical, not real." He said that many of the top distributor officials still had stock in the divorced circuits, and that even though they cannot vote this stock, they still have an interest in the shares since the price at which they ultimately sell them will depend on the success of the circuit. For that reason, he declared, "it well may be that the film company policies of which we complain have been followed in an effort to protect those big theatres with which there is a continuing community of interest."

KMTA Intensifies Anti-tax Drive

Kansas City, June 2.—Special anti-tax committees have been set up by the Kansas-Missouri Theatre Association to intensify the drive for repeal of the 20 per cent Federal admission tax. H. B. Doering is chairman of the Kansas committee, while Elmer Bills heads the Missouri group.

The KMTA board, which announced the formation of the new committees, said it would meet again on July 15 to set plans for the organization's annual meeting, slated for Oct. 6-7 at the Hotel President.

Four Films Started, Five Are Completed

HOLLYWOOD, June 2.—The production chart lost a point for a total of 19 pictures in work. Four new ones were started and five pictures were completed.

Started were: "Gun Fury" and "A Name for Herself," Columbia; "The French Line" (Edmund Grainger Productions), RKO Radio; "Story of Demetrius," 20th Century-Fox. Completed were: "El Alamein" and "Hell Below Zero" (Warwick), Columbia; "Sins of Jezebel" (Robert L. Lippert, Jr.), Lippert; "The Moonlighter" (JB Productions), and "Beat the Devil" (Santana-Romulus Films), Independent.

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SCIENCE-FICTION SUPER-
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WEEK AFTER WEEK
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Flying Saucers! The Cosmojet!
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The Cosmic Cannon!
The Prysmic Catapult!
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A COLUMBIA SUPER-SERIAL

THE LOST PLANET
CONQUEROR OF SPACE

starring
JUDD HOLDREN
as **Fighting Rex Barrow**
with **Vivian Mason · Ted Thorne · Forrest Taylor**
Story and Screen Play by **GEORGE H. PLYMPTON** and **ARTHUR HOERL**
Produced by **SAM KATZMAN** · Directed by **SPENCER BENNET**

There are loads of patron-building promotions in the spectacular campaign book! (Available at National Screen)

Screenings

(Continued from page 1)

in the 3-D field, Boasberg said, "We've aimed at technical perfection. These are not so-called 'gimmick' pictures but two top-grade stories."

Both films are in color. "Second Chance" was produced by Sam Wiesenthal under executive producer Edmund Grainger. Rudy Mate directed. The picture stars Robert Mitchum, Linda Darnell and Jack Palance.

"Arizona Outpost" was produced by Grainger, with Alfred Werker directing. It stars Virginia Mayo, Dale Robertson, Stephen McNally and Arthur Hunnicutt.

Skouras Circuit Aid For Fresh Air Fund

A campaign to raise funds for the 1953 drive in behalf of The Fresh Air Fund here will be undertaken by the entire organization of Skouras Theatres in the Greater New York area.

Starting with the week of Wednesday, June 10, through Tuesday, June 16, the film short, "I'm Nine Feet Tall," will be shown in all Skouras theatres and released for TV. In the film, Danny Kaye explains the program and work of the Fund.

Additionally, a stage and screen show will be produced as a benefit for the Fund on the night of June 16 at the Skouras Academy of Music. "The Glory Brigade," not yet released for exhibition, will be shown. The stage show will feature, among others, Peggy Ann Garner, Elliott Lawrence, Vanessa Brown, Larry Storch and W. C. Handy.

Fox Midwest Convention

(Continued from page 1)

CinemaScope at the Orpheum Theatre, a downtown house of Fox Midwest now equipped for CinemaScope and Stereophonic sound, and where a 3-D picture opens Thursday.

The speaker at today's luncheon was Frank McCarthy, of Twentieth Century-Fox, who discussed the new systems of production and presentation.

Tomorrow there will be a general meeting of managers, presided over by Elmer C. Rhoden, Sr., president of Fox Midwest.

Commonwealth Theatres Holds Interim Meeting

KANSAS CITY, Mo., June 2.—Commonwealth Theatres is holding an in-

terim meeting here today and tomorrow, specially arranged so that the managers could view the CinemaScope demonstration today at the Orpheum Theatre, and meet 20th Century-Fox representatives, who are here to talk with exhibitors and managers.

This convention is taking the place of that usually held in the Fall.

A general meeting this morning was presided over by Robert Shelton, general manager, for discussion of the new systems.

Tomorrow morning division managers will meet with their managers and the annual picnic will be held in the afternoon.

Exhibitor Promotion Seen Close to Peak

Exhibitor promotion of pictures on a showmanship basis is heavier throughout the country than it has been in many years, it was reported here by Fred McConnell, who has returned from a tour of the country arranging bookings for "Clear Iron," produced by Marathon Newsreel.

McConnell, whose tour took him to 40 states, credited the advent of 3-D for much of the enthusiasm of theatre operators. General business conditions throughout the country, he added, are impressive.

"All theatremen still talk about TV, but the worry and alarm concerning it are now far behind us," said McConnell, in summarizing the impressions of his three-month trip.

Producing Abroad Hurts U.S.: Brewer

HOLLYWOOD, June 2.—Roy Brewer, chairman of the AFL Film Council, pressed his campaign against present tax law step further today, telling council members that continued and extensive overseas film production by American companies, assertedly to accommodate highly-paid talent taking advantage of the 18-month income-tax loophole, is threatening American industry in general as well as Hollywood.

Citing figures pertaining to production and production plans, he stated that Hollywood employment is down 50 per cent and would be down 75 per cent if it were not for television films having taken up some of the slack. "Not only does the Government suffer a loss of taxes on incomes of thousands of film workers, but here is bound to be a decline in the demand for American-made products as a result of the free publicity given to foreign-made articles," said Brewer.

AMPP Issues Statement

Late this afternoon the AMPP issued a statement over the signature of its vice-president, Charles Boren, stating that major studios will have made a maximum of 11 pictures abroad during the calendar year 1953, if all present plans are fulfilled.

The Screen Actors Guild also issued a statement, signed by executive secretary John Dales, Jr., agreeing in part with Brewer's views about the 18-month tax loophole but stating that SAG considers other factors, such as the blocked currency situations, are more substantially responsible for American producers producing abroad than the tax law.

Chicago Admissions Tax Collections Up

CHICAGO, June 2.—May collections of the three per cent city amusement tax (on April receipts) show a marked increase over the corresponding month last year, according to figures released here today by the city collector's office. Totals rose from last May's \$72,264.13 to \$81,491.26 this year, boosting the total for the year to date to \$432,936.76 as against \$426,855.59 for the same period of 1952.

The rise in receipts can be ascribed to a number of factors, chief among them being the advanced prices being charged in first run and first outlying run situations for the "big" pictures. With some film companies adopting a policy of charging the same percentage all the way down the line through the last outlying runs on

National Pre-Selling

AT today's Hotel Piccadilly luncheon function of the Associated Motion Picture Advertisers, honoring the Quigley Showmanship Award winners through the years, national magazines will be well represented. Among the guests will be: Howard Bergman, *Seventeen*; Jack Carter, *Woman's Home Companion*; Dick Cook, *Pictorial Review*; Bill Cunningham, *McCall's*; Don Curtis, *Redbook*; Hal Gray, *Convers*; Stanley Greenfield and Norb Hofman, Jr., *Look*; Ralph Martin, *Seventeen*; Gil Mott, *Pictorial Review*; Bert Orde, *Redbook*; Cort Palmer and Dudley Rollinson, *American Weekly*; Dick Sheil, *Good Housekeeping*; Ed Stenner, *American Magazine*; Harry Stevens, *Life*, and Charles Terwilliger, Jr., MacFadden Publications.

"Young Bess" is represented by a striking full color page ad in the current issue of *Life*.

"Julius Caesar," "Split Second," "By the Light of the Silvery Moon" and "Tromble Along the Way" are recommended by Ruth Harbert in the June issue of *Good Housekeeping*.

"The Girl Next Door" and June Haver are featured in a full color page ad placed by Lustre-Creme shampoo in the June issue of *Seventeen*.

"Shane," "Split Second," "Pickup" and "South Street" are reviewed in the June issue of *Redbook*. The publication reports the highest circulation in its history, 2,087,000 copies for the first quarter of 1953.

A half-page upright ad on "Scared Stiff," starring Dean Martin and Jerry Lewis, appeared in the May 31 issue of *American Weekly*.

A discerning review of "Young Bess" appears in the current issue of *Look*. The review is handsomely illustrated with six photographs made during the filming of the picture.

"By the Light of the Silvery Moon," "Bright Road," "The Story of Three Loves," "Sombbrero" and "The Desert Song" are on the recommended list of *Women's Home Companion* for June.

"The President's Lady," "Blue Gardenia" and "Call Me Madam" are reviewed in the June issue of *Screenland*. Bill Rosen, the publication's "V. P.," says the "Screenland Unit" has had a gain in circulation of 19 per cent for the first quarter of 1953, 1,055,749 copies having been sold for this period.

WALTER HAAS

these pictures (and even requiring a minimum of a week's playing time in the later runs, as in the case of Warners' "The House of Wax") more and more theatres are moving up into "A" week (first outlying) because the incentive of lower film rentals in late runs has been removed.

At the same time, more long-run attractions are showing in the first run houses, slowing down the flow of product to subsequent runs, creating a product shortage in the outlying theatres, and causing more fiercely contested bidding for pictures.

Reminder!

"The Beast"

From 20,000 Fathoms

WARNER BROS. TRADE SHOW June 12



ALBANY
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 1:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
20th Century-Fox Screening Room
290 Franklin Street 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
Paramount Screening Room
215 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Oavenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'enco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

Coronation Theatre TV Is Acclaimed

London, June 2. — Paramount's kinescope of the Coronation telecast at its Plaza Theatre here today was acclaimed by patrons and guests as "magnificent." Also drawing praise were the large screen telecasts shown in four J. Arthur Rank theatres and A.B.C.'s Commodore.

The Pye-Lawrence color television transmissions to city hospitals proved unimpressive on projection screens, as had the test telecasts the day before.

Universal Awaits Coronation Picture

Theatres in New York, Boston and Washington will start exhibition over the weekend of "A Queen Is Crowned," full-length color in Technicolor feature dealing with the Coronation of Queen Elizabeth II and depicting the events leading up to and the actual Coronation ceremonies which took place yesterday in London. Universal-International will distribute in the U. S.

An 86-minute version of the picture, made by the J. Arthur Rank Organization, with narration written by Christopher Fry and spoken by Sir Laurence Olivier, and a musical score played by the London Symphony Orchestra, is being rushed to completion and is expected to leave London Friday night. Several hundred prints of a 60-minute version are scheduled to follow over the weekend to be placed in national release late next week.

The Guild Theatre in New York, the Exeter, in Boston, and the MacArthur Theatre in Washington are scheduled to get the first three prints as soon as they are cleared by U. S. Customs and will start exhibition immediately upon their receipt.

Vistarama May Go in Ballantyne 'Package'

HOLLYWOOD, June 2.—Carl Dudley, president of Vistarama, who demonstrated Vistarama here yesterday and will demonstrate the medium for the Eastern trade in New York on June 10, disclosed he will confer while East with the R. S. Ballantyne Company of Omaha on the possibility of including Vistarama in that concern's "package."

Pickwick to Nomikos

CHICAGO, June 2. — The Pickwick Theatre, Park Ridge, Ill., will be taken over by Van A. Nomikos and Associates on June 15, on a rental basis. The theatre for many years has been operated by H. & E. Balaban. Nomikos is vice-president of Allied Theatres of Illinois.

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Tastefully furnished. 2 private offices with facilities for secretary in general office — switchboard service.

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Films at Coronation

(Continued from page 1)

TV shows throughout the day. Many theatres tonight also screened the telefilm of the Coronation which the B.B.C. put out on its own programme.

Heavy Rain Throughout

As torrential rain continued throughout the entire ceremonies today, television was called upon to do a man-size job in bringing the spectacle to the millions who were driven from the streets along the route of the procession.

Newsreel and television cameras caught a sudden, radiant smile on the Queen's face as she left Westminster Abbey following the prolonged ceremony there. Coming as it did after the solemn proceedings, it proved the popular "hit" of all that the cameras caught of the seven-hour program.

Many Film Executives Present

A world-wide gathering of film men was brought together by the Rank Organization this morning when many distinguished visitors, like Universal's Al Daff and Milton R. Rackmil, Canadian Odeon's Leonard W. Brockington and David Griesdorf, were among the Group's guests. With Rank executives, technicians and artists, the guests assembled early in the morning at the four Rank theatres on the processional route; the Marble Arch Pavilion, Marble Arch Odeon, New Gallery and the Haymarket Gaumont.

American visitors, such as Spyros P. Skouras, Arthur Krim, Robert Benjamin and John McCarthy, agreed that Britain not only had put on a show in the Abbey but also in the subsequent five-mile-long, rain-drenched march of the Queen's escort past the hardy citizens who braved the downpour to watch.

Newsreel men functioned efficiently. By six o'clock tonight theatres as far north as Glasgow and Edinburgh were screening 200 feet "flashes" of the morning's proceedings up to and including the actual crowning. A complete reel running 2,000 feet will be available in every part of the country tomorrow.

Processing Resources Mobilized

Meanwhile, the whole color processing resources of the country is mobilized tonight to service the two feature-length Coronation films: A.B.C.'s WarnerColor "Elizabeth Is Queen" and the Rank Technicolor "A Queen Is Crowned," with technicians working day and night shifts.

Associated British-Pathe used 20 color cameras on the former. Processing is in progress at the Denham

Mexico '50%' Stay Appealed by Gov't

MEXICO CITY, June 2.—The permanent injunction granted exhibitors here against enforcement of the clause in the Cinematographic Law which demanded 50 per cent playing time for Mexican pictures has been appealed by the Ministry of the Interior to the National Supreme Court. It is not expected that the court will render an early decision in the case.

Meanwhile, exhibitors have the right to screen whatever films they desire and for as long as they wish.

Laboratories. It is planned that the first of a total of 500 prints will be available by Thursday.

Rank's people had 18 Technicolor cameras in operation; the total complement available throughout Europe. Two hundred persons are working on the production and for weeks following the event Technicolor's laboratories will be turning out nearly 800 prints, claimed to be the largest number of prints of any film at a given time.

The picture will be dubbed into French, Italian, German, Dutch, Portuguese, Spanish and Japanese. Other versions will be sub-titled. The print order for the U. S. is 150.

Both films are scheduled to have their first public screenings on Friday, A.B.C.'s at M-G-M's Empire and Rank's at the Leicester Square Odeon. Both will run as top-features in their immediate general release.

Newsreels

(Continued from page 1)

then distributing the footage themselves. Pictures were edited here last night.

Paramount's Kinescope process, which permits the developing of 35mm. film 20 seconds after an event is photographed, is being used by National Broadcasting Co.

The completed film was rushed here by jet plane for broadcast over television last night.

Saland Signs Tower For Six Reissues

Nathan Saland's Independent Releasing Corp. has closed a franchise deal with Tower Pictures of San Francisco for the following six reissues: "Along Came Jones," "Casanova Brown," "Belle of the Yukon," "Woman in the Window," "Tomorrow Is Forever" and "It's a Pleasure."



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(Lockheed Air Terminal—Burbank)

10 hrs. 50 min. one-stop

NOW, 5 one-stop
flights daily to
LOS ANGELES

This convenient new daylight flight to the Coast leaves at 9:45 a.m., stops only at Denver, and arrives at Burbank at 5:35 p.m. Four other one-stop DC-6s daily provide morning, noon and evening departures.

For reservations and general information call MURRAY HILL 2-7300 or an authorized travel agent.



COMPARE THE FARE
AND YOU'LL GO BY AIR

Trust Law Changes Should Get Industry Support: Keough

Industry support for a Congressional measure which would leave triple damages in a sustained anti-trust action to the discretion of the court was advocated here yesterday by Austin Keough, vice-president and general counsel of Paramount Pictures, at the company's annual stockholders meeting. The issue came up when Mia Copping, a stockholder, called attention to the fact that there were anti-trust actions totalling \$300,000,000 against Paramount alone.

Termed "Rackets"

Miss Copping referred to the numerous trust cases as "rackets" and said that stockholders "should do something about it." She asked that the stockholders conduct a "postal card" campaign to their Congressmen in support of the proposal which also would reduce the statute of limitations in a trust case from 20 years to three years.

Keough, in backing up Miss Copping's suggestion, said he had been invited by the House Judiciary Committee to testify on the bill to modify the anti-trust laws and that if he did appear, he would explain the situation. He said that stockholders could help by acquainting others with the facts. He said all companies should join in contacting Congressmen.

Cites Possible Danger

The only possible danger to such a project, however, might be that Congressmen might get the impression that the big companies were instituting a lobby, he said. He pointed out that in his appearance before the Senate Small Business Committee, he explained that there was no basis for fact in many exhibitor allegations. He said the industry was trying to solve its problems within the law and that all persons should be informed of the true facts. He, too, agreed that in many cases triple damage trust suits were becoming a racket.

'Sangaree' Glasses From Arlene Dahl

Pairs of permanent three-dimensional glasses will be presented to the first 100 patrons attending the opening-day showing of Paramount's "Sangaree" at the Victoria Theatre here tomorrow. The spectacles will be given out by Arlene Dahl, co-star of the picture. William Pine, co-producer, also will greet the early comers.

Brandt on Own in Public Relations

Leon Brandt, director of exploitation for Samuel Goldwyn Productions, will leave the company on completion of his duties on exploitation for "Hans Christian Andersen" and will handle publicity and exploitation for motion picture accounts.

Kaufman, Shiffrin Set

The public relations organization of Kaufman and Shiffrin have been named by United Artists to work on exploitation for the New York opening of "The Moon Is Blue." The premiere, day-and-date at the Victoria and the Sutton in July, will be for the benefit of the Damon Runyon Cancer Fund.

'Julius Caesar'

(Continued from page 1)

John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson and Deborah Kerr. The latter two contribute their respective fames to secondary roles which, it may be surmised, will inspire debate among critics and customers for a long while, and to the benefit of the box-office.

The direction by Joseph L. Mankiewicz, whose Oscar-winning pictures have been masterpieces of inter-cutting, triumphs occasionally over Shakespeare's sometimes heavy dialogue.

Probably the only fair comparisons to be made between "Julius Caesar" and its present players, with any other picture and its players, would take in "Hamlet" and any other films which have conveyed Shakespeare substantially unchanged.

"Julius Caesar" is bigger than any of them, beyond question, and probably better, although time will have to determine that. John Houseman produced, with good disposition of the wealth of components at his disposal.

WIDE SCREEN—STEREOPHONIC SOUND

The picture, which is in black and white, was previewed at the M-G-M studio on a wide screen designed to the company's specifications and with directional sound. Aspect ratio of the screen was 1.75 to 1. The new dimensions add a plus value to viewing in about the same measure as that afforded by wide screen projections heretofore shown. The same may be said of the contributions of the stereophonic sound. The picture offers many opportunities to put both to advantageous use.

Running time, 122 minutes. General classification. Release date, not set.

WILLIAM R. WEAVER

'The Moon Is Blue'

(Otto Preminger—United Artists)

F. HUGH HERBERT'S stage play, which ran over two years on Broadway, a comedy of sex and seduction, has been photographed and is offered generally intact, even somewhat embellished, in this Otto Preminger production. Its 93 minutes of running time are dedicated without significant interruption to amoral discourses by engaging members of a highly competent cast to the topic of who sleeps with whom and when.

If your audiences are prepared to take dialogue that includes a derisive charge that one girl is a "professional virgin," and a question whether another unmarried girl is "pregnant," by way of example of the picture's prevailing outspokenness, your patrons will be amused. If your audiences are of a different stripe, you'd better see this before your house falls in on you.

William Holden is a bachelor who has just broken up with Dawn Addams, daughter of David Niven, who are occupants of the apartment above. Seems the origin of the falling-out was that Holden had permitted Miss Addams to sleep in his apartment when she came home and found her father drunk and prepared to bed down with his lady of the evening. What really made Miss Addams mad, though, was that Holden, after giving her his bed, slept on the couch in the living room. Holden denies that morality had anything to do with his behavior—it was just that the girl had usurped his tactical right to choose the time and the place, and these, for him, were not the right ones. Giving expression to his male independence, he picks up Maggie McNamara and takes her to his apartment.

While Holden is out buying vittles, Niven enters the apartment and, finding Miss McNamara there, assumes she is fair game for any male and settles down to some heavy drinking, the while not permitting the conversation to range far from sex in Holden's absence. The latter is about to convince himself that Miss McNamara is a nice girl, when he comes upon her in a compromising position with Niven. He suspects the worst—again—but actually all was innocence. She was thanking Niven in her generous and affectionate manner for a little gift of \$600 that he had given her "with no strings attached."

Tom Tully, as a New York cop and Miss McNamara's father, enters about that time and blacks Holden's eye, departing with his offspring. She returns later in the night, knocks on Holden's bedroom door and getting no answer, leaves. They meet again the next day where they had met first, in the observation tower of the Empire State Building, and decide it's love.

Herbert's clever lines, Miss McNamara's disarming forthrightness, and the fact that she is not a "sexy" type, together with smooth performances by Holden and Niven, give the picture a deceptive quality of good, sophisticated fun. Yet it is something that is likely to mean trouble if played in family theatres at prevailing admission prices.

A preview audience at a theatre in New York's fashionable upper East Side section enjoyed the picture immensely. Again and again, dialogue was drowned out by audience laughter, with which were mingled gasps of unbelief. Post-showing comments were, for the most part, good.

Herbert's screenplay never wanders far from his original stage play. Consequently, there is a minimum of action and dialogue is everything. Sets are few, mostly the apartment scenes, and hence when the punch lines come far apart the picture has a static quality, particularly in the earlier part, that tends to make it seem much longer than it is.

The picture has been denied a Production Code Seal. To this reviewer, no other action was indicated by the subject matter. It might well set back the industry's current efforts to throw off the yoke of statutory censorship many years. This and other dangers inherent in the subject matter might be minimized if the picture were to be shown only in selected "art" houses at advanced prices.

Running time, 93 minutes. Adult audience classification. For July release.

SHERWIN KANE

Two-thirds of Films Showing in Italy Come from U.S.A.

WASHINGTON, June 2.—U. S. films accounted for about two-thirds of all foreign films imported into Italy last year, about the same percentage as in 1951, the U. S. Commerce Department reports.

Film chief Nathan D. Golden said that of 383 features imported into Italy last year, 246 were from the U. S. In 1951, U. S. films totalled 230 out of 342 features imported.

During 1952, Golden said, 133 features were completed in Italy and 11 others were in production at the end of the year. This compares to 110 feature films produced in 1951.

Gross box-office receipts at Italian theatres last year were estimated by Golden at about \$125,440,000, about 12 per cent above 1951 receipts. Receipts for the showing of Italian films accounted for 30 per cent of the total, compared to 24 per cent in the previous year. The number of tickets sold was put at 745,000,000—up 6.5 per cent from the previous year.

Golden said 1,080 new theatres were established in 1952, including 530 commercial theatres and 550 non-commercial ones.

Anglo-U.S. Filming Proposal Rejected

LONDON, June 2.—A proposal from Tom O'Brien, head of the National Association of Theatrical & Kine Employees union, for the formation of an Anglo-American Council to deal with problems arising from American production here and to further encourage such production has been rejected by the Cinematograph Films Council.

A report from the latter stated that the Council believes "there already existed sufficient incentives to Americans to make films in Britain and expressed the hope that the use of unremittable sterling for this purpose would continue to be facilitated by the government."

Northio Closes Unit; Seligman to Coast

CINCINNATI, June 2. — Northio Theatres, Inc., which has maintained headquarters here for several years, has been discontinued and the activities, except booking, consolidated with the Detroit office. Selig J. Seligman, vice-president and general manager of the Paramount subsidiary, which controls theatres throughout Ohio and in nearby territory, has gone to the West Coast where he will do a writing job for AB-PT television.

Murray Baker, booker for the organization for a number of years, will continue in that capacity with headquarters in nearby Hamilton, where the Paramount and Rialto theatres, Northio units, are located.

IFE Opens 2 in Chicago

CHICAGO, June 2.—Italian Film Export is celebrating the forthcoming opening on Friday of two of its films at the Carnegie and Surf with an invitational "little Italian film festival" for the press, consisting of a prelude of "Bellissima" at the Carnegie, cocktails and dinner at the Ambassador East, and a screening of "Times Gone By" at the Universal screening room.

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VOL. 73. NO. 108

NEW YORK, U. S. A., THURSDAY, JUNE 4, 1953

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Skouras Files New Suit; Asks \$87,187,503

**Damage Actions in Two
Days Top \$101,000,000**

On the heels of its filing of a \$14,382,000 anti-trust suit on Tuesday, Skouras Theatres Corp. and four affiliated companies yesterday filed what is believed to be the largest anti-trust action by exhibitors in the industry's history. Triple damages totalling \$87,187,503 are asked in a suit docketed in New York Federal Court against seven major companies. Twentieth Century-Fox is the only major distributor not named as a defendant. American Broadcasting-Paramount Theatres also is a defendant in the action.

Forty-four plaintiff theatres are in-
(Continued on page 4)

NT Divestiture Deadline Dec. 7

WASHINGTON, June 3.—The Justice Department has agreed to a six-month extension, until Dec. 7, in the deadline for National Theatres to complete its divestiture required under the consent decree.

Justice officials said that as of the present deadline, June 7, the company would have disposed of about 70 theatres and properties out of 105 required to be sold under the decree.

Meanwhile, the New York Statutory Court has postponed from June 10 to June 23 argument on RKO Theatres' request for a two-year extension in the deadline for disposing of two downtown theatres in Cincinnati.

Coast Office Union Signs for 2 Years

HOLLYWOOD, June 3. — The strike which threatened to tie up major film exchanges here was averted today when negotiators for management and the Office Employees International Union, Local 174, signed a new contract covering two years from April 20, the date when the previous pact expired.

The agreement waived the fringe benefits sought by the union, but granted increases averaging from five to six per cent.

AMPA Honors Showmen



Quigley Publications Photo

THE Association of Motion Picture Advertisers yesterday honored winners of the Quigley Showmanship Awards at a luncheon at the Piccadilly Hotel here. Plaques were presented to the 1952 Award winners by Lige Brien, AMPA president and a former Quigley Award winner. Leonard Goldenson, guest speaker and president of American Broadcasting-Paramount Theatres, is shown above accepting from Brien the plaque won by J. P. Harrison of Interstate Circuit's Campus Theatre, Denton, Texas. From left to right in photo: Martin Quigley, Harry K. McWilliams, Brien, Goldenson, Max Youngstein and Ivan Ackery of Famous Players-Canadian's Orpheum Theatre, Vancouver, B. C., a 1952 Quigley Showmanship Award winner.

Tremendous Prosperity for Next 2-3 Years: Goldenson

By MURRAY HOROWITZ

The motion picture industry is going to enjoy "tremendous prosperity" for the next two or three years, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, predicted here yesterday at a luncheon meeting of the Association of Motion Picture Advertisers, held in tribute to the Quigley "Showmanship Awards."

Goldenson based his forecast on the wide appeal of the new technological advances — 3-D, wide-screens and stereophonic sound. These processes, Goldenson declared, have put the industry on the edge of its greatest period "in our time."

However, the AB-PT president told the audience of approximately 250 persons at the Piccadilly Hotel that now is the time to plan for the end of the two-to-three-year period, when the novelty aspect of the new media will no longer be present. He called upon them as showmen to devise ways and means to keep the box-office upbeat continuing.

Goldenson said stress should be put on television selling, citing the results of TV campaigns on pictures such as "King Kong," "Invasion, USA,"

(Continued on page 5)

Grainger Sees RKO Upswing In Coming Year

**Points to Ample Roster
Of Features and 3-D**

DOVER, Del., June 3.—A big improvement in business for RKO Pictures within the next year was forecast here today by James R. Grainger, president, at the company's annual meeting of stockholders.

Grainger said the company will have an ample roster of feature films for the next year. He added that the company is now in good shape because it does not have a big inventory of two dimensional films. RKO's first three-dimensional films, two in number, will be released in July, Grainger reported. In addition, he stated that four 3-D pictures are under production

(Continued on page 4)

Set Plans For Booking Unit

CHICAGO, June 3.—Plans for a new independent booking organization, on a national scale, as disclosed exclusively in MOTION PICTURE DAILY yesterday, were formulated here today at a meeting of key exhibition booking-and-buying representatives.

The meeting was headed by Jack Kirsch, president of Illinois Allied, and was attended by top Allied executives. An official announcement of the projects and purposes of the new group is expected to be made by Kirsch tomorrow. Among the aims of the organization is said to be a campaign to combat "special attractions" and other so-called unfair trade practices.

Pine Sees 3,000 3-D Houses by July's End

The 1,800 U. S. theatres now equipped to show three-dimension pictures will grow to approximately 3,000 by the end of July, William H. Pine, co-producer for Paramount of 3-D "Sangaree," predicted here yesterday. The 3,000, he said, will represent 85 per cent of U. S. theatre gross revenue.

Pine reported that in addition to "Sangaree," which will open this morning at the Victoria, he and his

(Continued on page 5)

Reelect Johnston And Incumbents As MPEA Officers

Eric Johnston was reelected president of the Motion Picture Export Association at the organization's annual meeting here yesterday.

In addition, all incumbent officers were reelected, including Ralph D. Hetzel, Jr., vice-president; Fred W. DuVall, treasurer; Sidney Schrieber, secretary; Herbert J. Erlanger, assistant secretary-treasurer, and Frank J. Alford, assistant treasurer.

The MPEA meeting also ratified a new one-year agreement with Yugo-

(Continued on page 4)

Personal Mention

BARNEY BALABAN, Paramount president, will leave New York tomorrow by plane for Paris.

E. L. WEISL, member of the Paramount directorate and executive committee, left New York yesterday aboard the *S. S. Andrea Doria* for Italy.

HENRY GERMAINE, Paramount branch manager in New Haven, became a grandfather for the first time when his daughter, **MRS. RICHARD PLATCOV**, recently gave birth to a girl.

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, will sail from here June 19 on the *S.S. Liberte* for Europe.

LEO GREENFIELD, Universal manager at Albany, N. Y., and his bride, the former **MURIEL LANAHAN**, are honeymooning in Miami.

ARTHUR ISRAEL, JR., assistant to Barney Balaban, Paramount president, returned here yesterday from a Far West trip.

Boasberg, Branson On Western Trip

Charles Boasberg, RKO Radio general sales manager, and Walter Branson, assistant general sales manager and Western division manager, will leave here Monday on a 14-day tour of several of RKO's Western offices.

The sales trip will be in behalf of RKO's first 3-D films, "Second Chance" and "Arizona Outpost," due for release this summer, as well as current films, including "Split Second," "Sea Devils," "Below the Sahara," "Affair with a Stranger," and the forthcoming Walt Disney "The Sword and the Rose," "She Had to Say Yes," and the Academy-winning documentary, "The Sea Around Us."

Boasberg and Branson will visit Milwaukee, Minneapolis, Seattle, Vancouver, Portland, San Francisco and Los Angeles before returning to New York.

"Second Chance" will open at the Criterion Theatre, New York, on July 15.

Sarah Eskin Dead; In Industry 35 Years

MILWAUKEE, June 3.—Sarah Eskin, owner of the Eskin and Richland theatres in Richland, Wis., and the Highway 14 Drive-in at Richland Center, died here on May 29.

Mrs. Eskin, who spent some 35 years in the theatre business, is survived by a daughter, two brothers and three sisters.

Brandt Gets Assignment

The Leon Brandt office here has been named to handle special publicity on Victor Saville's "I, the Jury."

Review

"South Sea Woman"

(Warner Brothers)

DELIGHTFUL and relaxing entertainment is offered in this South Sea drama, which moves along at a bouncing pace and shows all the signs of a good sense of humor. Among other ticket-selling assets about this story of two Marines and a girl are those who portray the three mentioned roles, Burt Lancaster, Virginia Mayo and Chuck Connors.

Occasionally the construction seams of the story show, but that is of minor importance, for the overall aura of this adventure is one of easy mirth.

As the story opens, Lancaster, a strapping Marine sergeant, is being tried for desertion. Strangely he refuses to plead in his own behalf, despite the urgings from Miss Mayo. Through a succession of deftly-handled flashbacks, the story of the past is pieced together.

Lancaster and Connors, two inseparable Marine buddies, seemed always to be getting in and out of trouble in all sections of the globe. In Shanghai, Connors meets and falls in love with Miss Mayo. His plans to marry her result in several repercussions, the final upshot of which lands the Marines not with their regiment but on a Chinese junk. From here fate and circumstance conspire to deposit the trio on a South Sea island. Connors and Miss Mayo are still persistent in their determination to marry, but it seems something is always coming up to prevent it.

The screenplay by Edwin Blum has Lancaster discover that the island is being used as a secret base by the Nazis, but when he tries to enlist the aid of Connors in destroying the Nazi hideout, he finds the latter would rather enjoy the pleasures of the island, and even be a deserter. In the finale, Lancaster does rally his buddy into a heroic stand and both play havoc with the enemy.

It goes without saying that the court marshal pronounces Lancaster a hero, and as a handsome reward, he wins the hand of Miss Mayo.

Sam Bischoff produced and Arthur Lubin directed.

Others in the cast are Arthur Shields, Barry Kelley, Leon Askin, Veola Vonn, Robert Sweeney, Haydren Rorke and Raymond Greenleaf.

Running time, 99 minutes. General audience classification. Release date, June 27.

Kamber Heads Tors Sales, Advertising

HOLLYWOOD, June 3.—Bernard M. Kamber has been elected vice-president of Ivan Tors Productions, in charge of sales, advertising and publicity.

Kamber, public relations director and producer's representative in New York for several independent film companies, is here for discussions on the advertising and publicity programs for "Riders to the Stars," the next Tors production to be released by United Artists. Participating in the conferences with Tors and Kamber are Richard Carlson and Curt Siodmak, partners in the company.

"Riders to the Stars" will go into production next week, with Carlson directing. The Eastmancolor film will mark Carlson's debut as a director. The conferences also are dealing with pre-production advertising and publicity plans for another Eastmancolor science-fiction film, "Space Station, U.S.A."

MGM to Do 'Prodigal' In CinemaScope

M-G-M's third picture scheduled to be filmed in CinemaScope will be "The Prodigal," Dore Schary, production head, disclosed here yesterday. Schary is in New York to attend the premiere of "Julius Caesar" tonight at the Booth Theatre.

The all-star cast, Schary said, will be headed by Ava Gardner and Vittorio Gassman and the color will be by Technicolor. M-G-M previously announced CinemaScope production for "Knights of the Round Table" and "Rose Mario."

20th's Benefit for 'Escapees' Tonight

Film stars, socialites and notables of public life will converge on the Mayfair Theatre here this evening for the International Rescue Committee's benefit premiere of 20th Century-Fox's "Man on a Tightrope."

Celebrities invited to attend the opening—all proceeds of which will go for emergency relief of Iron Curtain escapees—include Paul Hartman and Pat Henning of the picture's cast, Jock Whitney, General and Mrs. James Doolittle, Mrs. Herbert Lehman, Mrs. Helen Rogers Reid, Gloria Stokowski, Gloria DeHaven, Thelma Ritter, Helen Gahagan Douglas, Mrs. Kermit Roosevelt, former German High Commissioner John J. McCloy, Henry Morgan, Mr. and Mrs. Clyde Newhouse, and others.

Newsreels, radio and ABC-TV will cover the premiere, during which a special scroll will be presented by IRC to the film company, hailing "Man on a Tightrope" for its "moving dramatization of man's desire for freedom and human dignity."

1st Runs for Joy Circuit

NEW ORLEANS, June 3.—Joy Theatres, Inc., which for the past 15 years has double-billed Westerns and other action films, has inaugurated a first-release policy, with "Moulin Rouge" as the initial attraction.

Spinrad Polaroid Agent

Leonard Spinrad, motion picture consultant, has been named press representative for Polaroid 3-D viewers by the Polaroid Corp. of Cambridge, Mass.

Compromise May Pave Way For Early Trade Act Extension

WASHINGTON, June 3.—A Republican compromise seems to have cleared the way for early action extending the Reciprocal Trade Agreements Act, a Presidential request supported by the motion picture industry.

Rep. Simpson (R., Pa.) has split into two parts his controversial trade agreements bill. One part, which will be pushed through Congress quickly, merely extends the Act for one year, sets up a commission to study foreign economic policy, enlarges the Tariff Commission and speeds up commission procedures. The other part, which may easily bog down along the way, contains the features of the original bill opposed by the Administration.

House, Administration Cooperated

The compromise plan was worked out by House Republican leaders and Administration officials.

Motion Picture Association of America president Eric Johnston, in testimony before the House Ways and Means Committee, warned that backward steps by the U. S. in this field could seriously cut into overseas markets for U. S. films.

3-D Theme on ABC Radio Forum Tonight

Fred Schwartz, past president of the Metropolitan MPTOA; Alice Hughes, King Features columnist, and Martin Quigley, Jr., editor of *Motion Picture Herald*, will be heard on the ABC radio network tonight in a 45-minute forum on Cinerama and other processes which give the illusion of three-dimensional highlights.

The program, which will start at 11:15 P.M., and which will be moderated by George Hamilton Combs, will be broadcast in connection with the changeover of Cinerama tomorrow from the Broadway to the Warner Theatre.

New Independent US Information Service

WASHINGTON, June 3.—President Eisenhower has sent to Congress a reorganization plan to put the government's overseas information program in a new, independent United States Information Agency, subject to the State Department for policy guidance but not for administrative control.

The director of the new agency will report to and receive instructions directly from the President, through the National Security Council. Dr. Robert Johnson, presently head of the International Information Administration, is expected to remain as head of the new agency.

Altec Sound to Buffalo

BUFFALO, June 3.—Upstate New York audiences will hear Altec stereophonic sound for the first time on June 11, when "Shane" plays the Buffalo Paramount.

甲以來的廣東劇運

Advertisement from the Hong Kong Daily Wah Kiu Yat Pao

...AND BIG FLASH FROM CHICAGO!
In 1st subsequent-run engagements
anywhere "House of Wax"
simultaneously broke 31 records in
31 houses after the all-time 1st-run
record at the Chicago Theatre!

WARNERCOLOR! WARNERPHONIC SOUND!



Guests At 'Caesar' Invitational Showing



PROMINENT INDUSTRY FIGURES attended M-G-M's exhibitor and press screening last night of "Julius Caesar" at the Booth Theatre here, where a world premiere will be held tonight prior to the picture's extended run on a two-a-day, advanced admission policy. Shown above, in the photo at the left are Charles M. Reagan, left, M-G-M general sales manager, and Martin Quigley, president of Quigley Publishing Company. In the center photo are, left to right: Joseph Seider, head of Prudential Playhouses; Dore Schary, M-G-M vice-president in charge of production activities, and Arthur Rapf, of the Rapf & Ruden circuit. In the photo on the right are shown Charles Moss and Larry Morris, of the Moss circuit, and their wives.

Trust Suit

(Continued from page 1)

volved in the suit which charges unreasonable clearances and runs and conspiracy designed to favor the affiliated circuits. The action strikes directly at the RKO and Warner Brothers theatres in the Westchester County, Metropolitan New York and New Jersey territories. Loew's houses are not mentioned in the newest suit, although that circuit's theatres are involved in the litigation filed on Tuesday. MOTION PICTURE DAILY reported on Sept. 2, 1952, that Skouras and Loew's settled, a clearance controversy, with Loew's moving up the playing time in a group of Skouras theatres, allowing them day-and-date with a number of Loew's Metropolitan theatres. That agreement presumably explains why Loew's Theatres is not a defendant in yesterday's action.

Skouras Theatres is asking \$85,000,503 in triple damages in the suit filed yesterday. Modern Playhouses asks \$897,000; Youngstown Theatre Corp., \$135,000; Philhamboro, Inc., \$174,000, and Theatre & Cinema, Inc., \$981,000.

Injunctions Sought

In substance, the suit seeks a preliminary and permanent injunction to enjoin the defendants from entering into combinations or conspiracies to deprive the plaintiffs of the opportunity and right to negotiate and contract for film and playing time on a theatre-by-theatre basis on their merits and without discrimination.

The suit asks that a permanent mandatory injunction be issued directing Warner Brothers to divest its interest and ownership in the Ritz and Regent Theatres here and further directing WB and RKO to divest all interest and ownership of other theatres here and elsewhere which the court finds are utilized for illegally restraining the plaintiffs in the business of operating their theatres. It further asks that the defendants be halted from allegedly monopolizing trade and commerce in Metropolitan areas and the alleged domination of

350 Exhibitors and Film Buyers at 'Caesar' Show

M-G-M's "Julius Caesar" was shown last night to more than 350 exhibitors and film buyers attending a special screening at the Booth Theatre here where it will have a premiere tonight. Also attending were many newspaper writers and columnists.

Among those invited were: Walter Reade, Ed Fabian, Spyros Skouras, Jr., Joseph Seider, Gerald Shea, Richard A. Harper, Emanuel Frisch, Harold Rinzler, Charles Moss, Wilbur Snaper, Murray and Sol Strausberg, Sam Goodman, Frank Marshall, Julius Joelson, Harold Klein, William White, Maurice Mauer, Jules Liggett, Seymour Florin, Leo Brecher and Martin Levine.

Also, Max Fellerman, Clem Perry, Walter Higgins, Arthur Rapf, Mike Rudin, Jack Harris, Morty Lightstone, Bernie Brooks, Lou Golding, Louis Brandt, Irving Dollinger, George Trilling, Nat Fellman, Joe Ingber, Lou Wolf, Lou Fischler, Norman Arenwald, Ray Smith, Jack Birnbaum.

Tonight's premiere opening is slated

the distribution of pictures or controlling the licensing of pictures at the plaintiffs' houses.

A formula for competitive bidding is included in the complaint. The suit asks that bids be confined to bona-fide competitive exhibitors within a particular local area. Invitations to exhibitors to make offers for film licenses should definitely prescribe the exact availability, run and clearance provisions and other terms and conditions except the amount of the license fees upon which they are invited to make offers, according to the proposal. The specifications should be the same for all who participate in the bidding, it is recommended, and sealed bids should be opened at the distributor's office, with the bids remaining open for inspection for 10 days.

The two Skouras suits, filed in two days, total \$101,570,499.

to be attended by a number of nationally known exhibitors such as Leonard Goldenson, Sol A. Schwartz, Harry Brandt, Russell Downing, Si Fabian, Sam Rosen, Harry Kalmine, Max Cohen, George Skouras, Bob Weitman, Walter Gross, Edward Hyman and William Howard.

Others invited to tonight's opening include: Beatrice Lillie, Nanette Fabray, Ilka Chase, Jane Froman, Nina Foch, Sylvia Sidney, Milton Berle, Thelma Ritter, Robert Q. Lewis, Tex and Jinx McCrary, Eva Gabor, Conrad Nagel, Mr. and Mrs. George Kaufman, Gertrude Berg, Mr. and Mrs. Lanny Ross, John Daly, Red Buttons, Magda Gabor, and others.

Present "Bard" Prizes Today

Winning trophies in the Shakespearean acting contest conducted by the New York Board of Education in association with M-G-M, will be presented this afternoon at the Booth Theatre, where the film "Julius Caesar" will have its premiere this evening.

Grainger Sees

(Continued from page 1)

and two more will be started soon. The RKO president said that domestic expenses will be cut by almost \$1,000,000 under his program of economy.

The stockholders reelected the five-man board of directors, which, besides Grainger, includes Howard R. Hughes, Noah Dietrich, A. Dee Simpson and J. Miller Walker. Approximately 75 per cent of the shares entitled to vote was represented at the meeting, it was stated.

Edwards Buys Up Scholz

CLEVELAND, June 1. — James Edwards now is sole owner of Argus, Inc., having bought out his partner, Paul Scholz.

MPEA Elects

(Continued from page 1)

slavia, calling for the release of 45 feature films of MPEA member companies during the year starting Oct. 1. Under the deal, Yugoslavia reportedly will pay \$4,500 per feature selected for distribution. The last Yugoslav agreement called for the release of 40 feature films.

Directors Reelected

Preceding the annual board session, the meeting of MPEA stockholder members reelected all present directors.

These include the following directors-at-large: Johnston, Barney Balaban, Samuel S. Broidy, Jack Cohen, James R. Grainger, Arthur B. Krim, Milton R. Rackmil, Nicholas M. Schenck, Samuel Schneider, Spyros P. Skouras and Douglas T. Yates.

Representative directors reelected were: Richard W. Altschuler, Republic; Wolfe Cohen, Warner Brothers; Alfred W. Crown, RKO Pictures; Louis Lober, United Artists; George Muchnic, Loew's; Norton V. Ritchey, Allied Artists; Felix M. Sommer, Universal-International; Emanuel D. Silverstone, 20th Century-Fox; J. William Piper, Paramount; Bernard E. Zeeman, Columbia.

Thirteen in Legion's Class A; 1 in Class B

The National Legion of Decency in its current list has placed one film in Class B, eight in Class A, Section 2 and five in Class A, Section 1.

The Italian film, "Rome, 11 O'Clock," is the single production placed in Class B.

In Class A, Section 2 are "All I Desire," "City of Bad Men," "Fort Ti," "Perilous Journey," "Stalag 17," "Sun Shines Bright," "Thunder Bay" and "Tonight at 8:30."

In Class A, Section 1 are "The Glory Brigade," "Iron Mountain Trail," "Savage Frontier," "Slaves of Babylon" and "Tarzan and the She-Devil."

In the THEATRE Equipment World . . . • • with RAY GALLO

FOLLOWING tests in a number of installations, Simplex stereophonic sound equipment has been placed in production by International Projector Corp., according to Walter E. Green, president of National Theatre Supply, distributors of Simplex projectors and sound systems. Plant facilities and production schedules have been expanded to hasten delivery of stereophonic apparatus, said Green. He added that National also plans to provide a complete line of other equipment required by the new technique. These include wide-angle lenses as well as wide-screens.

Theatre operators can use their regular marquee changeable copy letters for special advertising on walls inside the theatre by means of new mounting bars developed by Wagner Sign Service, Inc., of Chicago. The 24-inch, baked-enamel bars can be mounted on any flat surface; an aligning tool is provided for proper spacing according to letter size. Uses of the devices are for advertising coming attractions and promoting refreshment products on the wall behind the snack bar.

Contracts with a number of theatres in the Northwest for the electrical renovations required for the showing of 3-D and wide-screen films are reported by Jack Frost, Detroit electrical contractor. The Frost company also offers lighting rental service whereby equipment required for such events as stage shows, special displays, grand openings or anniversary celebrations, is supplied. The company will ship and/or install anywhere in the U.S. and Canada.

Twelve distributors of RCA sound products were honored for outstanding sales achievements at the annual award dinner held at the Knickerbocker Hotel in Chicago during the 1953 Radio Parts Show. More than 175 distributors, field sales representatives and home office staff members of the sound products section of RCA Victor's engineering products department attended the event. The award winners were as follows: Harry Crow, American Amplifier & Television Corp., Washington; Cecil Friedlander, Atomic Sound Engineering Co., Oklahoma City; Kenneth Hovey, Audio Services, Indianapolis; Arthur Schneider, Commercial Radio-Sound Corp., New York; Henry Fine, East Coast Radio & TV Co., Miami; Joseph Rehak, Hamburg Brothers, Pittsburgh; Lee Hartman, L. C. Hartman Sound Equipment, Roanoke, Va.; Anthony Langhammer, William Dandreta Co., Providence; Richard Thomas, Radio Service Co., Birmingham; Rae Gantt, Rae Gantt Sound Equipment, Fort Worth; Robert Walker, Sound Photo Equipment Co., Lubbock, Texas; and Earl Rounkles, Wholesale Electronics Supply, Inc., Hutchinson, Kan.

Goldenson Sees Prosperity

(Continued from page 1)

"Jeopardy" and "Above and Beyond." Television instead of being the industry's enemy can be its salvation, if properly exploited, Goldenson maintained.

The AB-PT president called for advertising research in the motion picture industry, a field which, he said, is being neglected. He related that AB-PT, which spent \$8,000,000 in advertising last year, is reappraising its use of media. In a survey of one suburban area serviced by AB-PT Theatres, Goldenson disclosed, it was found that "we weren't hitting the market" the way it should be hit. Other AB-PT surveys will be conducted in the future to get the most out of the advertising dollar, Goldenson declared.

The AB-PT president, in his opening remarks, paid tribute to the Quigley "Showmanship Awards," declaring that they have stimulated showmanship through the years and have been of great value to the industry.

Goldenson, in the absence of 1952 Quigley Award winner, J. P. Harrison of Interstate's Campus Theatre, Denton, Texas, accepted Harrison's showmanship plaque. The other winner, Ivan Ackery of Famous Players-Canadian's Orpheum Theatre, Vancouver, was present to receive his plaque from Lige Brien, AMPA president, who presided.

Brien, in his address, paid tribute to Martin Quigley and Walter Brooks,

editor of the Managers Round Table, a feature of *Motion Picture Herald*, pointing out that it is the 20th anniversary of the Awards.

Brien said the new AMPA administration plans to continue its showmanship school and boost AMPA membership.

Introduced by Youngstein

Max Youngstein, United Artists vice-president, in introducing Goldenson, traced his rise to head of AB-PT, calling him one of the outstanding leaders of the industry.

Gordon White, a former AMPA president, presented retiring president Harry McWilliams with a watch for his AMPA services.

Among those on the dais were many former Quigley Award winners, including Louis Grossman, Madison Theatre, Brooklyn; Charles E. Doctor, Capitol Theatre, Vancouver; Alice Gorham, United Detroit Theatres; Charles R. Hacker, manager of operations, Radio City Music Hall; Pierce E. McCoy, Miller Theatre, Augusta, Ga.; Everett C. Callow, director of publicity, Stanley Warner Management Corp.; Ray Bell, Columbia Pictures; Harry Goldberg, advertising-publicity director of Stanley Warner Management Corp.; Morris Rosenthal, Loew's Poli Theatre, New Haven, and AMPA president Brien, now special events director for United Artists.

Others on the dais included: Goldenson, Youngstein, Quigley, McWilliams, William Boley and Albert Floersheimer.

Pine Predicts

(Continued from page 1)

co-producer, William C. Thomas, will have made for Paramount by the end of this year three other 3-D productions, all with color in Technicolor. They are: "Those Redheads from Seattle," said to be the first 3-D musical, which already has been completed; "Lost Treasure of the Amazon," currently before the cameras, and "Chubasco," which will go into production in Mexico in October or November.

Pine pointed out that it is "so inexpensive" for a theatre to install 3-D equipment and quoted Loren L. Ryder, head of Paramount's studio technical department, as stating the job can be done for as low as \$754.

Decries Criticism

The producer criticized inclination of some New York film critics to "knock" 3-D as a technical development. He felt the critics should not attempt to discourage any technical development intended to advance an art. He also criticized those exhibitors who fail to follow to the letter the "simple" rule which studios have set down for 3-D projection.

Large-screen and 3-D are the "best things" that have happened to the industry in years, Pine said. He pointed out that May, ordinarily a slow month for theatres, this year brought "land office business" in consequence of these two new developments.

Pine revealed that an increase of only nine per cent is involved in the cost of producing 3-D pictures as compared to conventional production costs.

Name Ten to Handle 'Melba' UCP Benefit

A committee of 10 to take charge of the benefit world premiere of "Melba" to aid the United Cerebral Palsy campaign, and which will be held at New York's Capitol Theatre on June 24, was announced here yesterday by Mrs. Louis J. Robbins, president of the women's division of UCP.

Named to the committee, of which Mrs. Robbins is chairman, are: Mrs. Thomas L. J. Corcoran, Mrs. Paul Ames, Mrs. Leonard H. Goldenson, Mrs. Jack Hausman, Mrs. Paul N. Sault, Mrs. Jack Goddard, Mrs. Ethel Hoffman, Mrs. Ellis Wilner and Mrs. Bea Nightingale.

List Four to Follow 'Titanic' at the Roxy

"Pickup on South Street" will follow "Titanic," now in its second week at the Roxy Theatre here, it was announced yesterday by David T. Katz, executive director of the theatre.

Three pictures to follow "Pickup," all with color in Technicolor, will be, in the following order: "The Girl Next Door," "White Witch Doctor" and "Gentlemen Prefer Blondes."

'Enemy' Shooting Slated

Jacques Bar, producer; Henry Verneuil, director, and Armand Thirard, cameraman, will arrive in New York by plane tomorrow to start shooting on "Public Enemy Number One," said to be the first foreign film to go on location in New York. The film, which will be done in French, Italian and English, will star Zsa Zsa Gabor.

Don't Miss The Event Of The Year!

THE ANNUAL FILM INDUSTRY GOLF TOURNAMENT AND FUNFEST

Sponsored by Cinema Lodge, B'nai B'rith

At the Vernon Hills Country Club
Tuckahoe, New York

Thursday, June 11th

It Promises To Be A Day of High Hilarity and Hijinks!

YOU HAVE ONLY A FEW DAYS LEFT TO GET YOUR TICKET

Marvin Kirsch—

Harold Rinzler, Co-Chairman of Golf Committee
Cinema Lodge, B'nai B'rith
214 West 44th Street, New York 36

Please enter me in the Film Industry Golf Tournament to be held on Thursday, June 11, 1953, at the Vernon Hills Country Club at Tuckahoe, New York. Enclosed is my check for \$17.50. (\$7.50 if you come only for the Beefsteak Banquet.)

ADDRESS

NAME

IMPORTANT: PLEASE FILL IN YOUR LAST THREE SCORES AND, WHEN POSSIBLE, YOUR CLUB HANDICAP.

LAST THREE SCORES: ☐ ☐ ☐ CLUB HANDICAP: ☐

CLUB:

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Apr. 19	TRAIL BLAZERS Alan Hale, Jr. O-64 min. (5329)	(Apr. Releases) THE GLASS WALL Vittorio Gassman D-80 min. (5313)		CODE TWO Ralph Meeker Sally Forrest D-69 min. (329)	(Apr. Releases) DEF LIMITS Bob Hope Mickey Rooney C-89 min. (5216) (Rev. 2/4/53) THE GIRLS OF PLEASURE ISLAND (Color) Don Taylor Leo Genn D-85 min. (5215) (Rev. 2/20/53)	FAIR WIND TD JAVA (Color) Fred MacMurray Vera Ralston D-92 min. (5207) (Rev. 5/1/53)	THE BIG FRAME Mark Stevens D-67 min. (53)	(Apr. Releases) THE PRESIDENT'S LADY Susan Hayward Charlton Heston D-96 min. (312) (Rev. 3/5/53) CALL ME MADAM Ethel Merman Donald O'Connor MC-114 min. (311) (Rev. 3/4/53)	(Rank) THE ASSASSIN Richard Todd D-90 min. (Rev. 5/5/53) (Stanley Neal Prods.) MAHATMA GANDHI Doc-81 min. (Rev. 5/5/53)	(Apr. Releases) MA AND PA KETTLE ON VACATION Marjorie Main Percy Kilbride C-73 min. (314) (Rev. 3/2/53) DESERT LEGION (Color) Alan Ladd Arlene Dahl D-86 min. (315) (Rev. 3/13/53)	THE SYSTEM Frank Lovejoy Joan Weldon D-87 min. (217) (Rev. 3/19/53)
Apr. 26	COW COUNTRY Edmond D'Brien Helen Westcott O-82 min. (5310) (Rev. 5/5/53)	DNE GIRL'S CONFESSION Hugo Haas D-74 min. (53) (Rev. 3/13/53) PROBLEM GIRLS Helen Walker D-70 min. (53) (Rev. 3/18/53)		NEVER LET ME GO Clark Gable Gene Tierney D-94 min. (327) (Rev. 3/27/53) CRY OF THE HUNTED Vittorio Gassman Barry Sullivan D-80 min. (330) (Rev. 3/13/53)		THE SUN SHINES BRIGHT Charles Winninger Arleen Whelan D-90 min. (5208) (Rev. 5/1/53) IRDN MOUNTAIN TRAIL Rex Allen O-54 min. (5231) (Rev. 5/29/53)	SPLIT SECOND Stephen McNally Jan Sterling D-85 min. (53)	TONIGHT WE SING (Color) Ezio Pinza David Wayne M-109 min. (310) (Rev. 1/28/53)	(Elemsee Overseas Prods.) THAT MAN FROM TANGIER Nils Asther Roland Young D-80 min. (Rev. 5/4/53)	ABBOTT AND COSTELLO GO TO MARS Bud Abbott Lou Costello C-76½ min. (316) (Rev. 3/24/53) (J. Arthur Rank) I BELIEVE IN YOU Cecil Parker Celia Johnson D-91 min. (384) (Rev. 5/4/53)	HOUSE OF WAX (3-D) (Color) Vincent Price Frank Lovejoy D-88 min. (218) (Rev. 4/10/53)
May 3		MAN IN THE DARK Edmond D'Brien D-70 min. (53) (Rev. 4/8/53)	TWILIGHT WOMEN Freda Jackson D-80 min. (5217)	REMAINS TO BE SEEN June Allyson Van Johnson MC-89 min. (331) (Rev. 4/23/53)		SAVAGE FRONTIER Alan "Rocky" Lane O-54 min. (5242) (Rev. 5/29/53)		(May Releases) TITANIC Clifton Webb Barbara Stanwyck D-98 min. (Rev. 4/15/53)			BY THE LIGHT OF THE SILVER MOON (Color) Doris Day Gordon MacRae M-102 min. (219) (Rev. 3/25/53)
May 10	REBEL CITY Wild Bill Elliott O-62 min. (5324)	(May Releases) AMBUSH AT TOMAHAWK GAP (Color) John Hodiak O-73 min. (53) (Rev. 5/8/53)		FAST COMPANY Howard Keel Nina Foch C-68 min. (332) (Rev. 4/9/53)	(May Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton Cornel Wilde D-153 min. (Rev. 1/2/53)		SEA DEVILS (Color) Yvonne De Carlo D-91 min. (320) BELOW THE SAHARA (Color) Armand & Michaela Dens D-65 min. (321)	MAN ON A TIGHTROPE Fredric March Terry Moore D-105 min. (315) (Rev. 4/1/53)	(Raymond Stross) SHOOT FIRST Joel McCrea Evelyn Keyes D-83 min.	(May Releases) THE LONE HAND (Color) Joel McCrea Barbara Hale O-79½ min. (317) (Rev. 3/31/53)	
May 17		SERPENT OF THE NILE (Color) Rhonda Fleming William Lundigan D-81 min. (53) (Rev. 5/5/53)	THE SLASHER James Kenney D (5218)	YOUNG BESS (Color) Stewart Granger Jean Simmons D-112 min. (333) (Rev. 4/28/53)	PONY EXPRESS (Color) Charlton Heston Rhonda Fleming O-101 min. (5217) (Rev. 3/5/53)			INVADERS FROM MARS (Color) Helene Carter D-78 min. (314) (Rev. 4/20/53)	(Global Prods.) RAIDERS OF THE SEVEN SEAS (Color) John Payne D-88 min.	LAW AND ORDER (Color) Ronald Reagan Dorothy Malone O-80 min. (318) (Rev. 4/6/53)	THE DESERT SONG (Color) Kathryn Grayson Gordon MacRae M-110 min. (220) (Rev. 4/23/53)
May 24	LOOSE IN LONDON Leo Gorcey C-62½ min. (5319)	GOLDTOWN GHOST RIDERS (Color) Gene Autry O-57 min. (53) (Rev. 5/22/53)	JOHNNY THE GIANT KILLER (Color) Animated Cartoon (5205)	A SLIGHT CASE OF LARCENY (Color) Mickey Rooney Elaine Stewart C-71 min. (53) (Rev. 5/7/53)				THE DESERT RATS (Color) James Mason D-88 min. (Rev. 5/12/53)	(Wm. Dieterle) VICTIM Anna Magnani D-106 min.	IT HAPPENS EVERY THURSDAY Loretta Young John Forsythe CD-80 min. (319) (Rev. 4/13/53)	
May 31	ROAR OF THE CROWD (Color) Howard Duff D-71 min. (5311) (Rev. 5/22/53)	(3-D) FDR T1 (Color) George Montgomery D-75 min. (53) (Rev. 5/13/53)	GHST SHIP Dermot Walsh D (5228)		(June Releases) JAMAICA RUN (Color) Ray Milland Arlene Dahl D-92 min. (5220) (Rev. 4/9/53) THE VANQUISHED (Color) John Payne D-84 min. (5221) (Rev. 5/7/53) SCARED STIFF (Color) Dean Martin Jerry Lewis C-108 min. (5222) (Rev. 4/14/53)	CITY THAT NEVER SLEEPS (Color) Gig Young Mala Powers D-90 min.		OLIVIA DE HAYLAND (Color) Olivia de Havilland D-108 min. (Rev. 11/3/48)	(Arch Oboler) THE TWONKY Hans Conried D-72 min.	(June Releases) COLUMN SOUTH (Color) Audie Murphy Alan Evans O-84 min. (320) (Rev. 3/20/53)	THE BEAST FROM 20,000 FATHOMS (Color) Paul Christian Paula Raymond D-80 min. (221)
June 7		(June Releases) THE JUGGLER Kirk Douglas D-86 min. (53) (Rev. 5/5/53) SIREN OF BAGDAD (Color) Paul Henreid D-72 min. (53) (Rev. 5/22/53) THE 49TH MAN John Ireland D-75 min. (53) (Rev. 5/26/53)		SCANDAL AT SCOURIE (Color) Greer Garson Walter Pidgeon D-90 min. (Rev. 4/30/53)			AFFAIR WITH A STRANGER (Color) Jean Simmons Victor Mature CD-87 min.	(June Releases) THE GIRL NEXT DOOR (Color) Dan Dailey June Haver M-92 min. (320) (Rev. 5/18/53) POWDER RIVER (Color) Rory Calhoun Corinne Calvet OD-78 min. (321) (Rev. 5/14/53)	(Manuel Conde) GENCHIS KHAN Manuel Conde D-78 min.	(J. Arthur Rank) IS A QUEEN Documentary, Narrated by Laurence Olivier 60 min. (323)	THE BEAST FROM 20,000 FATHOMS (Color) Paul Christian Paula Raymond D-80 min. (221)
June 14	MURDER WITHOUT TEARS Craig Stevens D (5328)									TAKE ME TD TOWN (Color) Ann Sheridan O-81 min. (321) (Rev. 5/22/53)	
June 21	SAFARI DRUMS Johnny Sheffield D (5314)		EYES OF THE JUNGLE Jon Hall D	DANGEROUS WHEN WET (Color) Esther Williams MC-95 min. (53) (Rev. 5/13/53)		TARZAN AND THE SHE-DEVIL (Color) Lex Barker D-76 min.		PICKUP ON SOUTH STREET Richard Widmark Jean Peters D-80 min. (322) (Rev. 5/18/53)	(Global Prods.) THE NEANDERTHAL MAN Robert Shayne D-78 min.	(J. Arthur Rank) IS A QUEEN Documentary, Narrated by Laurence Olivier 60 min. (323)	SOUTH SEA WDMAN (Color) Burt Lancaster Virginia Mayo C-99 min. (222)
June 28	SDN OF BELLE STARR (Color) Keith Larsen O-70 min. (5309)	(Re-Release) THUNDERBOLT Preston Foster O-77 min.								IT CAME FROM OUTER SPACE (Color) Richard Carlson Barbara Rush D-82 min. (322) (Rev. 5/21/53)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

Cites Task to Keep Foreign Income Level

Johnston Tells MPEA of Possible Shift in Aid

The retention of present level of revenues from the foreign market in 1954 will shape up as a tough task, Eric Johnston, president of the Motion Picture Export Association, has informed foreign managers, it was learned here yesterday.

Johnston's forecast, it was said, was based on the possibility of some shift in the foreign aid program of the U. S. Government from Europe to the Far and Middle East. Should any substantial diversion materialize, Johnston was reported to have stated, in effect, the additional aid going to

(Continued on page 6)

Kramer Heads Pathe Sales

Sidney Kramer has been appointed general sales manager of RKO Pathe, it was announced here yesterday by Jay Bonafield, RKO Pathe executive vice-president. The position was newly-created.

Kramer will also continue as short subject sales manager for RKO Radio. He has been with RKO since 1929. He will assist Bonafield in all business phases of RKO Pathe, particularly in the expanding commercial and non-theatrical film fields.

Decca Now Has 56% Interest in Univ.

Washington, June 4.—Decca Records has reported to the Securities and Exchange Commission that it acquired 64,000 shares of Universal Pictures common in April, boosting its holdings to 470,175 shares, or approximately 56 per cent of the total shares outstanding.

Charles P. Skouras reported buying 3,000 shares of National Theatres common, boosting his ownership to 30,510 shares. Two companies controlled by Elmer C. Rhoden bought a total of 1,200 shares, making total holdings of 4,725 shares.

Stanley Warner-Cinerama Deal Awaits Approval By Department of Justice

Washington, June 4.—Top Justice Department officials said today they have "under consideration" a request for approval of the Stanley Warner-Cinerama deal. Details of the proposed agreement were left with the Department this week by David Fogelson, New York attorney for Stanley Warner.

Department officials were non-committal about the proposed deal, declining even to estimate how long it might be before they would make some decision on the matter.

Under the deal, which New York principals said is in its final stages with both sides optimistic about its chances of being consummated soon, S-W would take over Cinerama exhibition, distribution of equipment and production for the process in return for new financing for Cinerama, including the financing of new theatre installations and productions.

The Justice Department is involved through its continued overseeing of S-W, former theatre branch of Warner Brothers, pursuant to the latter's consent decree.

Columbia's Three-Quarter Net Profit Up to \$310,000

Columbia Pictures' net profit for the 39 weeks ended March 28 was \$310,000, or \$30,000 above the net for the corresponding period of the previous year when the net was \$280,000, the company stated here yesterday. Operating profit before provision for Federal taxes was \$375,000, compared with \$360,000 for the 39-week period ended March 29, 1952. Federal tax provisions this year were \$65,000, against \$80,000 in the 1952 period.

Earnings per share on the common stock for the three quarters ended last March 28 amounted to 17 cents, compared with 11 cents for the same period last year.

The company noted that the comparative earnings per share of common stock after preferred stock dividends are calculated on the increased amount of common which was outstanding on March 28, 1953. The number of shares outstanding on that date was 687,436, while outstanding shares on March 29, 1952, totalled 670,670.

Joseph M. Schenck, who is associated with Mike Todd in the project, which is tied up with the American Optical Co., is due in New York next week from the Coast and it is expected that formal announcement on future plans of the company will be made following his arrival.

3-D Stimulating Industry: Rhoden

KANSAS CITY, Mo., June 4.—In his address at the final meeting of Fox Midwest circuit managers here, Elmer C. Rhoden, president of Fox Midwest, pointed to the eagerness with which the public attends, at advanced prices, the theatres showing new systems of projection, such as 3-D, as a sure index

(Continued on page 6)

National Film Buying Group Meet Adjourns

Allied Leaders Attend; Sessions Run Two Days

CHICAGO, June 4.—Independent exhibitor leaders today concluded two days of discussions here at the close of the meetings on the formation of a national film buying and booking organization, purportedly for the purpose of counteracting "special" release policies and other trade practices opposed by many exhibitors.

Complete silence was maintained by the participants at the close of the meetings concerning progress of the discussions and plans agreed upon, if any. However, the presence of Abram F. Myers, Allied States board chair-

(Continued on page 6)

Para. Officers All Reelected

All officers of Paramount Pictures were reelected here yesterday at a meeting of the board of directors.

Re-named by the board were Adolph Zukor, board chairman; Barney Balaban, president; Stanton Griffis, chairman of the executive committee; Y. Frank Freeman, Austin C. Keough and Paul Raibourn, vice-presidents; Fred Mohrhardt, treasurer; Keough, secretary; Russell Holman, Arthur Israel, Jr., Jacob H. Karp and Louis Novins, assistant secretaries.

All RKO Theatres Equipped with 3-D

All RKO Theatres, 92 in number, now are equipped for 3-D film presentations, Sol A. Schwartz, president, said here yesterday. It is the first large circuit to complete the installations. Schwartz leaves for the Coast tonight to view summer and fall releases in the new and standard processes at the studios.

Schwartz said that several RKO Theatres are now equipped with new wide screens and that most of the circuit will be similarly equipped by next fall.

Prizes Plentiful for Lodge Tournament

Prizes in practically every category of golf competition have been donated by business organizations and individuals for the second annual film industry golf tournament being sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club, Tuckahoe, N. Y., on Thursday.

Among the prizes reported are: gifts from William German, Inc., for every foursome winner, the Joe Hornstein Trophy given by George Hornstein, the Film Daily Cup for low net,

(Continued on page 6)

Personal Mention

ROBERT BENJAMIN, United Artists board chairman, will return to New York over the weekend by plane from London. **ARTHUR KRIM**, president of U. A., will arrive here by ship on Wednesday.

JONAS ROSENFELD, JR., vice-president of I. F. E. Releasing Corp., and **BERNARD LEWIS**, manager of the exploitation department, returned here yesterday from Chicago.

DORE SCHARY, M-G-M vice-president in charge of production, and **LEONARD SPIEGELGASS**, M-G-M writer, will leave here tomorrow for Hollywood.

WILLIAM MORRIS, chairman of the board of William Morris Agency, will leave New York for Europe today on the *S.S. United States*.

WILLIAM B. ZOELLNER, M-G-M short subjects and newsreel sales manager, is due back in New York tomorrow from Cleveland.

JOHN SPRINGER, RKO Radio publicist, and **JUNE REIMER**, singer, were married Wednesday in the Lady Chapel of St. Patrick's Cathedral.

EMERY WISTER, motion picture editor of the *Charlotte News*, was married in New York May 30 to **VIOLA FENDER**.

JOEL BEZAHLER of M-G-M's sales department has returned to New York from Dallas and Oklahoma City.

EUGENE SKINNER, head booker for the Dixie Drive-in Theatres, Atlanta, has returned from a trip to Charlotte.

NORMAN E. GLUCK, vice-president of United World Films, will leave here tonight for Hollywood.

MRS. SARA SMITH, of Monogram Southern Exchanges, Atlanta, is visiting in New York.

M. L. SIMONS, assistant to H. M. RICHIEY at M-G-M, has returned here from Atlanta.

GEORGE SEATON, Paramount writer and director, left New York yesterday for Hollywood.

G. L. CARRINGTON, president of Altec Service Corp., has left New York by plane for Beverly Hills.

FRITZ GOODWIN, M-G-M studio publicist, will leave here tomorrow for the West Coast.

C. S. PERKINS, manager of the Northeastern division of Altec Service Corp., is touring New England.

WILLIS DAVIS of Wilby-Kincey Theatres, has returned to his Atlanta office following a short illness.

Texas Industry Aids Tornado Sufferers

Dallas, June 4. — The recent Texas COMPO-sponsored midnight show in theatres throughout the state for the benefit of tornado stricken Waco and San Angelo, is expected to bring in more than \$30,000. To date more than \$22,000 has been raised by theatres in Dallas alone.

'Sangaree' Opens To \$9,000 on B'way

Paramount's "Sangaree" in 3-D and on wide-screen opened at the Victoria Theatre on Broadway yesterday to a gross which was expected to hit near \$9,000 by closing time last night. The average gross on the opening day of an important picture at the Victoria is said to be around \$6,500.

"Premiere" in Morning

The morning show had the effect of a premiere, with exhibitors, circuit operators, Paramount executives and trade press representatives on hand for the 9:30 performance. Paramount leaders included Barney Balaban, Jerry Pickman, Russell Holman, Sid Blumenstock and co-producer William Pine. Among exhibitor representatives were Gerald J. Shea, Irving Dollinger and Frank Marshall. Others were Robert J. Rubin, Hiller Innes and Henry Randel.

Defer Green's 20th Suit Indefinitely

The law suit filed by Charles Green against 20th Century-Fox in which he sought to declare certain provisions of executives' employment contracts to be null and void has been postponed indefinitely, it was learned here yesterday. Green, who initiated a proxy contest for representation on the 20th-Fox board, filed the action on April 2. It was reported that Green has withdrawn plans for the prosecution of his suit at least for the rest of this year.

Green's efforts to win stockholders' support in his proxy fight were unsuccessful at both the special stockholders' meeting in Wilmington, Del., on May 5 and the regular meeting on May 19.

Shaindlin on New Series

Jack Shaindlin has been signed as musical director for 13 one-reel sport subjects to be released by Columbia Pictures. The orchestra recording for the series will be made at 20th-Fox Movietone Studios here. Harry Foster will produce.

CinemaScope in Memphis

MEMPHIS, June 4. — CinemaScope equipment is en route here for installation in the Malco Theatre. First showing is scheduled for June 11. Some 2,500 exhibitors and film executives from this area have been invited to attend.

WB in Fast Playoff Of '20,000 Fathoms'

Warner Brothers is aiming for one of the fastest playoffs on record with "The Beast from 20,000 Fathoms," concentrating on a heavy saturation campaign. Approximately 1,160 dates have been set over a two-month span covering June and July, with a strong accent on radio and television promotion. Spot announcements will be used on every TV station and most of the major radio outlets.

"Home-Created" Lobby Display

Warners is offering another "home created" animated lobby display for "Beast," similar to the one prepared by Mort Blumenstock's staff for "The House of Wax." The display is 10 feet high and in full color. The animated beast is constructed so that its tongue moves up and down, its eyes roll and its mouth shoots out a smoke effect created by a quantity of dry ice in a container of water. More than 350 orders resulted from the first few days of its exhibit at the home office advertising headquarters, it was said.

RKO to Re-release Two Productions

RKO Radio will re-release nationally, beginning Aug. 5, "Stage Door" and "Without Reservations," Charles Boasberg, general sales manager, announced.

"Stage Door" stars Katharine Hepburn, Ginger Rogers and Adolphe Menjou. It was produced by Pandro S. Berman. "Without Reservations" stars Claudette Colbert and John Wayne. A Mervin LeRoy production, it was produced by Jesse L. Lasky.

'South Street' Tops 'Stripes' in D. C.

WASHINGTON, June 4. — Twentieth Century-Fox's "Pickup on South Street" rolled up a gross of \$8,200 in its first four days at the Columbia Theatre here, running ahead of "Stars and Stripes Forever" in the same theatre where it took in \$7,911 in its initial four days.

Hartford 3-D Test

HARTFORD, June 4. — The Connecticut trade is watching with interest the start of a regular-price engagement of Columbia's "Fort Ti," opening at E. M. Loew's Hartford Theatre tomorrow, marking the initial territory opening of a 3-D attraction at the regular price scale.

George E. Landers, Hartford division manager of E. M. Loew's Theatres, said a 15-cent charge would be made for 3-D glasses.

Italian Film to Ellis

"Three Forbidden Stories," Italian film, has been acquired for distribution in the United States by Ellis Film, of which Jack Ellis is president. Produced by Renato and Vittorio Basoli, the film's leads are played by Eleonora Rossi Drago, Antonella Luaidi, Lia Amanda and Gino Cervi.

'Man on Tightrope' Premiere Attracts Prominent Guests

Prominent figures from politics, society, the screen and stage last night attended the premiere of 20th Century-Fox's "Man on A Tightrope" at the Mayfair Theatre.

The debut was a benefit performance with proceeds going to the International Rescue Committee, an organization providing emergency aid to peoples escaping from behind the Iron Curtain.

Newsreels on Job

Crowds jammed a three-block area around the Kleig-lit theatre to catch glimpses of the arriving notables, while newsreel cameras and still photographers recorded the event for theatre and newspaper coverage. ABC-TV caught the arrival at the theatre of a galaxy of personalities of the entertainment industry.

Reviews SAG-Video Commercial Pact

The recently completed pact with the Screen Actors Guild governing TV commercials was reviewed here yesterday by John Wheeler, attorney who represented the Film Producers Association in negotiations.

Wheeler's review was given at a luncheon-meeting of the National Television Film Council, held at the Hotel Warwick. No NTFC luncheon meetings will be held during the summer, it was stated, with the next one slated for September.

Paramount Remake For 'Covered Wagon'

"The Covered Wagon" will be remade by Paramount as "a super-spectacle of the Old West."

Although Paramount first produced "The Covered Wagon" in 1923, the studio has had to obtain certain rights, such as sound, which were not needed previously. All rights have now been acquired.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"YOUNG BESS"

JEAN
SIMMONS
DEBORAH
KERR

STEWART
GRANGER
CHARLES
LAUGHTON

color by TECHNICOLOR • An M-G-M Picture
plus Spectacular STAGE PRESENTATION

BURT LANCASTER
VIRGINIA MAYO
SOUTH SEA WOMAN
PARAMOUNT

in person
VIC DAMONE
KAREN CHANDLER
JOEY BISHOP • BUNNY BRIGGS
RICHARD HAYMAN
AND HIS ORCH.

Midnight Feature

**AT PRESS TIME
20th CENTURY-FOX
HAS RECEIVED**

**3,618
ORDERS** from theatres large
and small

**FOR
CINEMASCOPE**

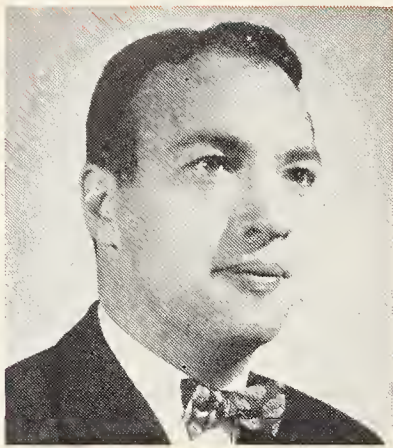
INSTALLATIONS



MORE ABOUT CINEMASCOPE

CIRCUIT HEADS AND INDEPENDENTS CINEMA

Read the opinions of six of the



LEONARD GOLDENSON

President,
American Broadcasting-
Paramount Theatres, Inc.

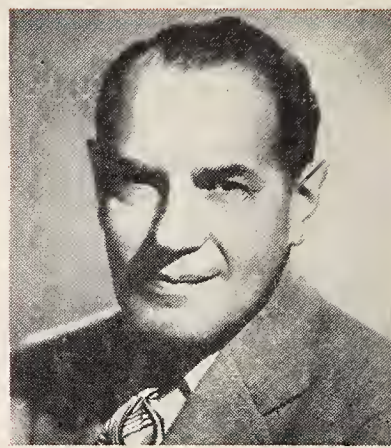
"I can say honestly that it far exceeds our best expectations. It holds the promise of higher grosses and profits. Our theatres are now proceeding with installations."



SAMUEL PINANSKI

President-General Manager,
American Theatres Corp.

"There is no doubt that CinemaScope opens a new technique for motion picture production. I have the greatest faith and confidence it will lead the way to a revitalization of boxoffice receipts."



J. MYER SCHINE

President,
Schine Circuit, Inc.

"We've ordered CinemaScope installations and are looking forward to great things with it. I've seen many changes in the industry, but 20th-Fox's CinemaScope is the most significant since the coming of sound!"

THE NEW YORK TIMES,
M-G-M AUGMENTING
CINEMASCOPE LIST

Schary Says Production Calls
for Two Additional Films
Employing Fox Process

By THOMAS M. PEYOR
Special to THE NEW YORK TIMES.

HOLLYWOOD, Calif., May 26—Metro-Goldwyn-Mayer will make two additional pictures in CinemaScope, giving the studio a total of four big-scale productions to utilize the wide-screen photography process recently introduced by Twentieth Century-Fox with the making of "The Robe." Dore Schary, chief of production, announced today Metro's expanding interest in CinemaScope.

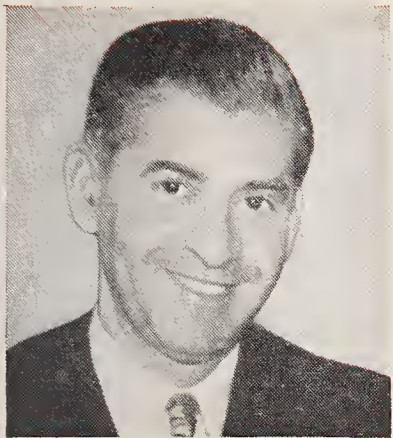
THE ENTIRE NATION IS TALKING ABOUT
EXHIBITORS ARE PREPARING TO LAUNCH
PRODUCERS ARE MOVING AHEAD WITH

ADAPTABLE FOR THEATRE



ENT THEATRE OWNERS ACCLAIM ASCOPE

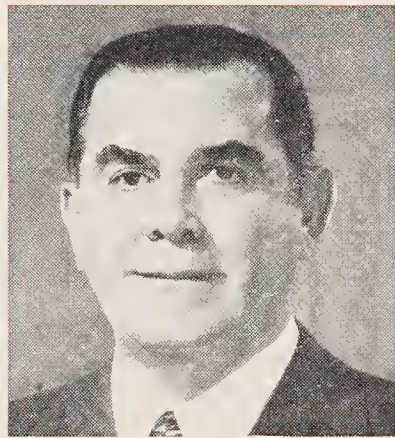
e nation's leading showmen:



SOL A. SCHWARTZ

*President,
RKO Theatres Corp.*

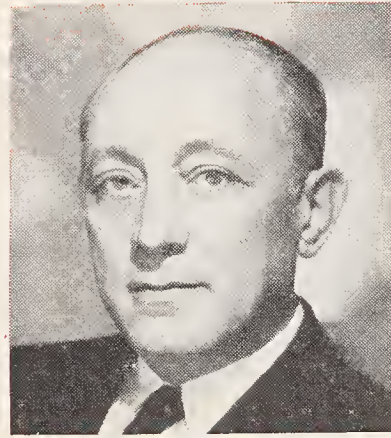
"20th Century-Fox's CinemaScope is a sensational new technique and I am confident that it will bring a tremendous upsurge at the boxoffice. CinemaScope equipment has been ordered for RKO houses."



CHARLES SKOURAS

*President,
National Theatres, Inc.*

"Our company has ordered CinemaScope equipment for over 200 houses of National Theatres. This is evidence of how much CinemaScope will mean to a revival of public interest in motion picture theatres."



JOSEPH R. VOGEL

*Vice-President,
Loew's, Inc.*

"CinemaScope is an inspiring step forward and will prove a tremendous stimulus to our industry. Loew's will be among the first to equip its theatres for this great system."

CINEMASCOPE

TRES OF EVERY SIZE AND EVERY SHAPE!

Johnston

(Continued from page 1)

the Far and Middle East would not affect so materially the foreign trade of those areas as would cutbacks in Europe.

In order to maintain the present level of film income from abroad, estimated to be \$148,000,000 for 1953, efforts will have to be redoubled both by the Association and individual companies, it was stated. The estimate for the current year, incidentally, is approximately two per cent higher than the industry's total foreign revenues in 1952.

Johnston's MPEA report, which did not preclude the possibility of meeting, or even exceeding present levels of foreign income, was given as he prepared to leave here for Europe, accompanied by George Weltner, president of Paramount International, on June 23. While abroad, they are expected to formalize the new Belgian import and remittance agreement and conduct negotiations on French and German pacts.

Coronation Films Do Well on B'way

The Coronation newsreels did a lively business at the Embassy Newsreel Theatre on Broadway yesterday, the manager reported.

The reels of three companies were utilized by the Embassy for the Coronation show. The manager said they were received by the theatre in the morning and business picked up considerably during the day. The 72nd Street Embassy, considered more of a neighborhood house, also did quite well with the Coronation program, although not as well as the 46th Street situation.

Distribution of all Coronation newsreels was effected yesterday morning all along Broadway.

20th - Fox Acquires 'Miss Crusoe' Film

Distribution rights to "Miss Robinson Crusoe," a Eugene Frenke production, have been acquired by 20th Century-Fox. Amanda Blake and George Nader are co-starred in the production, filmed in Eastman Color with Frenke directing.

Chicago Plaza Taken

CHICAGO, June 4.—Several changes of theatre status are taking place in this area.

The Plaza, Chicago, which has been playing Mexican pictures under the management of Henry Ehrenburg, is being taken over by S. & J. Bland, owners of the Ideal (also in Chicago) on June 12. The Plaza will revert to a policy of running American pictures.

Bailey Enterprises' Stark Theatre, Toulon, Ill., is closing. The Rex, Rockford, Ill., is scheduled to close July 7 for the summer.

Lunch for Miss Goodman

Elizabeth Goodman, secretary to Jay Eisenberg of M-G-M's legal department, yesterday was given a luncheon at the Dixie Hotel here by friends at the home office. Miss Goodman on Sunday will be married to Jacques Simons at the Congregation Aquadth Sholem in Brooklyn.

Review

"Tonight At 8:30"

(Rank-Continental)

THREE of Noel Coward's one-act plays, under the main title of "Tonight At 8:30," comprise this 81-minute subject in color by Technicolor. The trilogy consists of "The Red Peppers," a backstage comedy; "Fumed Oak," described as an "unpleasant comedy," and "Ways and Means," a sophisticated type of drawing room comedy in which Coward excels.

All three are delightful, but "Fumed Oak" probably will be the standout for most audiences. The trio of short stories was produced by Anthony Havelock-Allan and directed by Anthony Pelissier.

"The Red Peppers." With Kay Walsh and Ted Ray in the title roles, this segment is broad comedy concerning a pair of vaudeville husband-and-wife hoofers who, obviously, have seen better days in their theatrical careers. Playing a second rate theatre in one of the English provinces, they arouse the animosity of the orchestra director who purposely leads off-beat music to confuse the performers. This leads to an open feud which is climaxed by confusion among all the acts on the bill and the release of water from an emergency sprinkler system which floods backstage.

The revenge thus gained by the hoofers on the orchestra leader and the theatre manager, is a factor in bringing the pair closer together because they, too, were nearing a split in their marital status. The sprightly dialogue, the corny gags and the purposely mediocre dancing of the principals are combined to make a highly diverting sketch. Others in the cast are Martita Hunt, Frank Pettingell and Bill Fraser.

"Fumed Oak." How a brow-beaten husband turns the tables on his inconsiderate wife and nagging mother-in-law is the theme of this so-called "unpleasant comedy" which runs the gamut of near-pathos to hilarious moments. Stanley Holloway portrays a man who has taken years of abusive treatment and, by careful saving through falsifying his true salary to his wife, manages to kick over the traces and announce that he is going away to spend the rest of his days in peace. The announcement is a shock to his wife, played by Betty Ann Davies, and to her mother, played by Mary Merrall. It is also somewhat of a shock to teen-ager Dorothy Gordon, who had supposed that she was his daughter. It turns out that she is the offspring of another man.

The bitterness of the years is reflected in Holloway's masterful portrayal and, in biting sarcasm, he blows off steam, not tempestuously but in a manner just a shade above his usual calmness. The piece is a character study that is loaded with sustained interest.

"Ways and Means." The finale of the trilogy is a gay episode in the lives of a young couple, financially embarrassed, who are guests in the French country house of an American widow. Valerie Hobson and Nigel Patrick are the involved couple, while Jessie Royce Landis is the frivolous widow, wealthy but not wise. Jack Warner plays the role of a chauffeur who, in reality, is a successful thief plying his trade by getting such domestic jobs in wealthy homes. When the young couple discover Warner's identity, their little trick in getting him to rob their hostess and split the loot with them falls flat when Warner does a doublecross. It's sophisticated in the traditional Coward manner.

Running time, 81 minutes. General audience classification. June release.

AL STEEN

Prizes Plentiful

(Continued from page 1)

the Jack Alicoate trophy for low gross runner-up, the Michael Levy trophy for putting, the Sydney Weil award for the longest drive, a Nat Lewis gift for the best dressed golfer, exhibitor kickers tournament prizes of a Rolex watch from Milton Salzberg of Cornell Films and a basket of liquor from ABC Vending Corp.

Prizes also are being donated by Quigley Publications, Rowe Cigarettes, American Seating, National Theatre Supply, Fabian Theatres, Pictorial Review, Box-office, Harry Brandt, Max A. Cohen, Sol A. Strausberg, Moe Kerman of Favorite Films, Century Circuit, Irvin Shapiro of Unity Television and several major film companies.

RKO to Screen 2 3-D Productions

Trade screenings of RKO Radio's two 3-D pictures, "Second Chance" and "Arizona Outpost" will be held here at the RKO 86th Street Theatre.

"Second Chance" will be shown on Wednesday, July 1, at 10:00 A.M. The picture has been set to open at the Criterion on July 15. "Arizona Outpost" will be screened at 10:00 A.M. Monday, July 13.

3-D Stimulating

(Continued from page 1)

of healthy future life for the industry. Quite as significant of increased virility in the industry, he said, is the fact that exhibitors and circuit theatre managers were excited and eager to see the demonstrations of CinemaScope at Kansas City this week, although these same men had in recent years shown relatively little concern in respect to important new features.

The variety of types of presentations that theatres are now able to provide, said Rhoden, will attract a lively interest from the public.

Rhoden expressed his chagrin that certain new ideas had to come from outside the industry rather than from its own search and research.

Interstate Gets 35 Natural Sound Units

HOLLYWOOD, June 4. — Natural Sound Corp. has completed arrangements to supply the Interstate circuit of Texas with 35 complete stereophonic units, beginning with installations in Dallas, San Antonio and Fort Worth. It announced its readiness to fill orders anywhere in the country for delivery this month.

Natural Sound stereophonic units are manufactured by Kinevix, which uses Tru-sonic loudspeakers.

Buying Group

(Continued from page 1)

man and general counsel, at the meetings led to reports that legal problems may have been encountered concerning the status and functions of the projected organization, on which his advice was sought.

Also reported was the possibility that the contemplated new buying setup might embrace some established regional booking organizations, which would become local units of a nationwide buying and booking association. Supporting the rumor was the presence at the sessions of several existing Midwestern and Eastern booking organizations.

The meetings were arranged by Jack Kirsch, head of Illinois Allied, and were attended by Wilbur Snaper, national Allied president, as well as other Allied officers.

Reade and Schools Set 'Vacation' Plan

A "Summer Vacation Movie Program" will be launched late in June by Walter Reade Theatres in seven communities of New York and New Jersey. A series of 12 pictures has been chosen by the schools and PTA's in each of the seven communities, and will be run one day a week throughout the summer in each town. Tickets for the entire series of 12 shows are being sold directly in the schools for a total of one dollar.

Theatres included in the plan are: Strand, Plainfield; Majestic, Perth Amboy; Community, Morristown; Carlton, Red Bank; Paramount, Long Branch; Strand, Freehold—all in New Jersey, and the Broadway in Kingston, N. Y.

Bowman, Goldman Winners in Drive

S. J. Bowman, Detroit branch manager for United Artists, and Mrs. Bowman received a one-week, expense-paid trip to England as first prize in the sales-and-collections contest sponsored by the National Film Board of Canada in behalf of its documentary, "Royal Journey."

Runner-up in the competition was Harry Goldman, Chicago branch manager for U. A., as a result of which he and Mrs. Goldman will spend a one-week, expense-paid vacation at Banff, in the Canadian Rockies.

U-I Cancels Ad Account

The Universal-International advertising account will be withdrawn from the Monroe Greenthal agency, effective July 1. Greenthal will continue to handle advertising on all J. Arthur Rank productions released through U-I.

Brown 'V.P.' of Northio

DETROIT, June 4. — Harold H. Brown, president of United Detroit Theatres, has also been named vice-president of Northio Theatres, Inc., of Cincinnati, an affiliate. He replaces Selig Seligman, who will go to California as a writer for AB-PT.

Prickett to Don George

HARTFORD, Conn., June 4. — Ken Prickett, formerly New England exploitation representative for M-G-M, has been named general manager of Don George Theatres in Louisiana.

FIRST
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MOTION PICTURE DAILY

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VOL. 73. NO. 110

NEW YORK, U. S. A., MONDAY, JUNE 8, 1953

TEN CENTS

Tradewise... *CinemaScope Installations* \$30,000,000 *Open To All Supply Dealers* For 13 Films in *CinemaScope*

By SHERWIN KANE

MOTION picture critics, amateur and professional, and in the industry as well as elsewhere, continue to belittle many of the new screen processes, 3-D in particular, rating them mainly as gimmicks having a brief life expectancy.

The good old public, with even more assurance than that displayed by the critics, flocks to the theatres offering films in the new processes. Each successive such release zooms to record box-office levels, both the publicized critical appraisals and the basic dramatic worth of the film's subject matter notwithstanding.

And this before even the soundly planned and produced films in the new processes are available in any number, permissive of selectivity on the part of either exhibitor or public. For it is no secret that the bulk of such releases to date have been either opportunistic or experimental in origin; that, in short, the best is yet to come.

Solidly aligned on the side the public is taking at the box-office is virtually every major company executive and heads of large theatre circuits.

On record with assurances that the new processes will, in the near future, introduce an era of great prosperity for the industry are such well-grounded and able executives as Spyros Skouras, Barney Balaban, James R. Grainger, Jack L. Warner, Si Fabian, Leonard Goldenson, Sol Schwartz, Robert J. O'Donnell, in addition to many others.

They see in the public interest already manifested in the new processes a demand for changes in presentation which, to it, is one and the same thing as a new type of entertainment, whether it be 3-D or wide-screen, or combinations of both, with stereophonic sound.

The public, sated by 25 years of motion picture attendance without having experienced anything novel more recent than the advent of sound, is once more pleasantly intrigued by the new and different presentations.

Novelty is winning them back. Quality, in novel forms of presentation, will hold them. Better days, for sure, are near at hand.

To facilitate rapid and early installation of CinemaScope equipment, 20th Century-Fox, through its subsidiary CinemaScope Products, Inc., has made arrangements whereby any supply dealer in the U. S. may service and install anamorphic lenses, Miracle Mirror screen and stereophonic sound, it was revealed at the weekend in a letter to exhibitors by Al Lichtman, 20th-Fox's director of distribution.

Para. Finds 1.66 Ratio Best for Its Backlog Film

Paramount technicians have found, after extensive tests, that pictures made prior to the advent of the new medium of wide-screen can best be projected panoramically if the aspect ratio is set at 1.66 to 1. In making the tests, experiments were made at various ratios and, according to the technical men, a smaller percentage of the scenes was lost, top and bottom, when the 1.66 ratio was utilized, according to Oscar Morgan, Paramount sales executive.

With product inventories running into millions of dollars, Paramount felt it was necessary to devise a suitable screen size to accommodate pre-wide screen product. More than 40 pictures from all companies were screened in tests before the ratio best suited for the projection of conventional films was determined.

In order to achieve these dimensions, (Continued on page 4)

The Lichtman letter to theatre owners who have applied for CinemaScope installations also announced that their applications have been turned over to RCA, National Theatre Supply, Altec, Century, Motiograph and the Ballantyne Co. of Omaha, which are prepared to survey and measure theatres for installation of the CinemaScope equipment.

In his letter, Lichtman states: "It (Continued on page 4)

Loew's Completes Half of Divestiture

Loew's completed the first half of the theatre divestiture requirements of its Federal consent decree within the extended time period which expired on Saturday, company officials revealed at the weekend.

The Loew's decree called for the divestiture of 24 theatres outright and about 50 others, conditionally, within (Continued on page 4)

3-D Sales Policies Drew Chi. Buyers Meet Study

CHICAGO, June 7.—New problems in film buying and booking evolving from the introduction of three-dimensional pictures were a major concern of the two-day meeting here last week of heads and representatives of film buying and booking agencies from all over the country, it was learned at the weekend.

Specific information on the meeting was withheld by the participants for announcement after further details of sales policies on 3-D films have been ascertained from distribution and possibly another meeting of the buying agencies. However, it was reported that the film buyers are particularly concerned over complications which they fear will ensue in the rental of pictures made in both 3-D and standard dimension, with the 3-D version being sold first and other theatres in the same areas having to wait for the standard version of the same films.

Prices for 3-D films, the scheduling of special releases and a wide variety (Continued on page 4)

Harry Gittleson in New RKO Sales Post

Harry Gittleson has been appointed RKO Radio domestic sales administrative manager, a newly created position. He will supervise all departments handling sales liquidation and approvals in the home office.

Gittleson entered the theatre business with B. S. Moss Theatres in 1914. In 1926 he joined FBO, predecessor to RKO, serving as house organ editor for 13 years. He joined the sales staff in 1942, and has been assistant to the Western division sales manager during the past few years.

Zanuck Lists 1st Full Program for 20th-Fox

The first complete schedule of 20th Century-Fox CinemaScope productions, numbering 13, either completed, now shooting or ready to shoot, all with color in Technicolor, and costing \$30,000,000, was announced at the weekend by Darryl F. Zanuck, production vice-president.

Emphasizing the speed with which the studio has completely converted to CinemaScope—the anamorphic lens system for Miracle Mirror screens and stereophonic sound—Zanuck revealed that this first block of pictures will have been started before the first CinemaScope production, the \$4,600,000 "The Robe," is released this fall.

Besides "The Robe," produced by Frank Ross and directed by Henry Kostner, one other CinemaScope film, (Continued on page 4)

RKO Pictures Elects Officers

James R. Grainger was reelected president of RKO Pictures at a board of directors meeting held here on Friday, which, in addition to Grainger, reelected all incumbent officers.

Others reelected include Howard R. Hughes, chairman of the board; J. Miller Walker, vice-president, general counsel and secretary; William H. Clark, treasurer; Garrett Van Wagner, comptroller; Charles G. Drayton, assistant treasurer and assistant secretary; Joseph L. Lamb, assistant secretary.

'U' Sales Meeting Starts Here Today

Universal Pictures' district managers arrived in New York over the weekend for a two-day series of meetings with home office sales executives starting this morning to map distribution plans for the company's summer product. Charles J. Feldman, (Continued on page 4)

Personal Mention

JAMES R. GRAINGER, RKO Pictures president, is slated to leave here for the Coast for studio conferences next Monday.

CHARLES BOASBERG, RKO Radio general sales manager, and **WALTER BRANSON**, assistant general sales and Western division manager, are in Milwaukee from New York.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and **SIMON B. SIEGEL**, treasurer, have returned to New York from Chicago and Des Moines.

A. W. SCHWALBERG, president of Paramount Film Distribution Corp., returned here at the weekend from Mexico City.

LOUIS LIPSTONE, head of the Paramount studio music department, will arrive in New York today from England aboard the *S.S. Queen Mary*.

JOSEPH A. WALSH, Paramount exchange operations manager, will leave New York today for Detroit.

HOWARD STRICKLING, M-G-M studio publicity director, is due in New York from Hollywood later this week.

NORMAN TAUBOG, Paramount director, will leave New York by plane today for Hollywood.

New Agency Named For 'U' Ad Account

Cunningham and Walsh has been engaged to handle Universal Pictures' advertising account beginning July 1, David A. Lipton, vice-president in charge of advertising and publicity for Universal, announced on Friday.

The new agency replaces the Monroe Greenthal agency, which will relinquish the account on that date. Greenthal has taken on the Remington Records account and is increasing his work for United Artists. He will continue to handle J. Arthur Rank film advertising here, his next campaign being that for "The Cruel Sea." Greenthal's staff of 18 hitherto maintained at the Universal Coast studio will be reduced but his California office will be continued to handle the Blum Candy account, San Francisco, and others.

Legion Lists 9 Films; 3 in Class B; 6 in A

Three films have been placed in Class B and six in Class A by the National Legion of Decency.

Those in Class B are: "Sangaree," "Sea Devils" and "South Sea Woman."

In Class A, Section Two, are "The Affairs of Dobie Gillis," "Below the Sahara," "Flame of Calcutta," "Night Without Stars" and "Scandal at Scourie." "The Great Sioux Uprising" has been placed in Class A, Section 1.

Reviews

"Sea Devils"

(David E. Rose—RKO Radio)

THIS BOISTEROUS DRAMA of the Napoleonic era charts a formula course on the high seas of adventure, piracy and intrigue, with Yvonne De Carlo and Rock Hudson sharing the top roles. Although resting on a frail narrative foundation, the picture has some solid ingredients of action and excitement. There are some good outdoor settings in color by Technicolor and a number of provocative scenes highlighting Miss De Carlo.

With the ominous shadow of Napoleon falling over Britain, Miss de Carlo undertakes a delicate mission. Assuming the identity of a French countess, she strives to maneuver into a position where she can furnish critical information to the British. In the meantime, she meets soldier-of-fortune and smuggler Hudson. In strict accordance with what is expected, the two fall in love. However, Hudson, thinking Miss de Carlo is a French spy, completely upsets the delicate planning and throws her into jeopardy.

The screenplay, designed by Borden Chase, has a number of brawls, close calls and outbreaks of skullduggery. In the climax, Miss de Carlo finds herself in the clutches of the retributive French, with execution impending for her. At this point Hudson learns that actually she is on the side of the British and forthwith proceeds to rescue the distressed damsel. The accomplishment of the rescue makes for some satisfactory, quick-paced drama which leads to the happy ending.

As the distrustful Rantaine, a rival smuggler, Maxwell Reed, provides an obstreperous opponent for Hudson.

A Coronado production, "Sea Devils" was produced independently by David E. Rose and directed by Raoul Walsh.

Others in the cast are Denis O'Dea, Michael Goodliffe, Bryan Forbes, Jacques Brunius, Ivor Barnard, Arthur Wontner and Gerard Oury.

Running time, 91 minutes. General audience classification.

"Below the Sahara"

(RKO-Radio-Pathé)

AN ENGROSSING TRIP which takes the audience on an African adventure is presented in this RKO-Radio-Pathé documentary. It's a natural for children and for adults seeking escape.

"Below the Sahara" is the photographic record of a recent expedition led by producer-explorer Armand Denis and his photogenic wife, Michaela. If the title seems to take in a lot of ground, that is exactly what the film does, ranging from the central interior jungles and mountains to both coasts and as far south as Capetown. It's a somewhat meandering but ingratiating account with the continuity provided by a pleasant spoken commentary and individual scenes, both vivid and exciting, leading easily one into another.

Highlights caught by the Technicolor cameras include a duel fought by two male elephants; the capture of a slippery, agile sea lion; a near fatal brush with a leopard, and visits to an ostrich farm where Michaela goes bird riding, and to a cheeta farm where those beasts are trained for hunting. There are also innumerable candid shots of other wild beasts and birds, some familiar and some caught for perhaps the first time in their natural habitats. A climax of sorts is provided by a gorilla hunt led by natives using muskets nearly 100 years old.

Denis produced and directed. The entire production was under the supervision of Jay Bonafield and Douglas Travers. The commentary was written by Jerome Brondfield and Burton Benjamin and the fine camerawork is credited to Tom Stobart, Phil Schultz, Robert Carmet and Eric White.

Running time, 65 minutes. General audience classification.

TOA's Concessions Unit Meets June 15

Regional members of the concessions committee of the Theatre Owners of America are scheduled to meet here June 15-16 in connection with the National Confectioners' Association convention at the Hotel Waldorf-Astoria. A discussion of various current problems and plans for the national TOA convention in Chicago Nov. 1-5 will be held at these meetings, according to Leon J. Levenson, committee chairman.

The following members of the committee have announced their intentions to attend: Harry Botwick, Florida State Theatres; J. J. Fitzgibbons, Theatre Confections, Ltd.; Herbert Hahn, AB-PT; James Hoover, Martin Theatres of Georgia; George Larison, Skouras Theatres; James Loeb,

Brooks, Seadler at Tourney Banquet

Bernie P. Brooks, Fabian Theatres executive, will be master-of-ceremonies, and Si Seadler, M-G-M advertising manager, will be the principal speaker at the beefsteak banquet to be held Thursday at the Vernon Hills Country Club, Tuckahoe, N. Y., in connection with the second annual film industry golf tournament sponsored by Cinema Lodge of B'nai B'rith.

The banquet is expected to attract a large group of non-golfers as well as tournament players.

Walter Reade Theatres; Van Myers, Wometco; Harold Newman, Century Theatres, and Manning Stern, Bijou Amusement Co., Nashville.

United Artists to Release Six in July

United Artists will release during July six major productions headed, on July 10, by "Return to Paradise," it was announced at the weekend by William J. Heineman, vice-president in charge of distribution.

"Fort Algiers" will follow on July 15; "The Moon Is Blue" on July 17; "My Heart Goes Crazy" on July 22; "Gun Belt" on July 24, and "Vice Squad" on July 31.

Dudley Coming for Vistarama Shows

Carl Dudley, president of the Vistarama Corp., is due to arrive in New York today for the first Eastern screenings of Vistarama, a new anamorphic-type wide-screen system of photography and projection, to be held at the RKO 86th Street Theatre on Wednesday, at 10:30 A.M. Both 35mm. and 16mm. films will be shown.

Dudley is coming from Chicago where he unveiled his 16mm. wide-screen process, with its aspect ratio of 1 to 2.66, to executives of 16mm. manufacturers.

Dudley disclosed that 16mm. equipment manufacturers are seeking standardization in the use of Vistarama anamorphic lenses for the industrial and home film market, anticipating an early demand for wide-screen in the narrow gauge field. He also demonstrated the new Vistarama lens mount in order to seek unity in design of 16mm. cameras and projectors.

Richard Goldstone, vice-president in charge of production at the Dudley film plant on the Coast, has scheduled three full-length features to be made in 35mm. Vistarama in Eastman color. First will be "Tobor," to be followed by "Round the World Weekend," starring Richard Carlson, and "The Fabulous Land."

Promote Corkery to New Int'l MPA Post

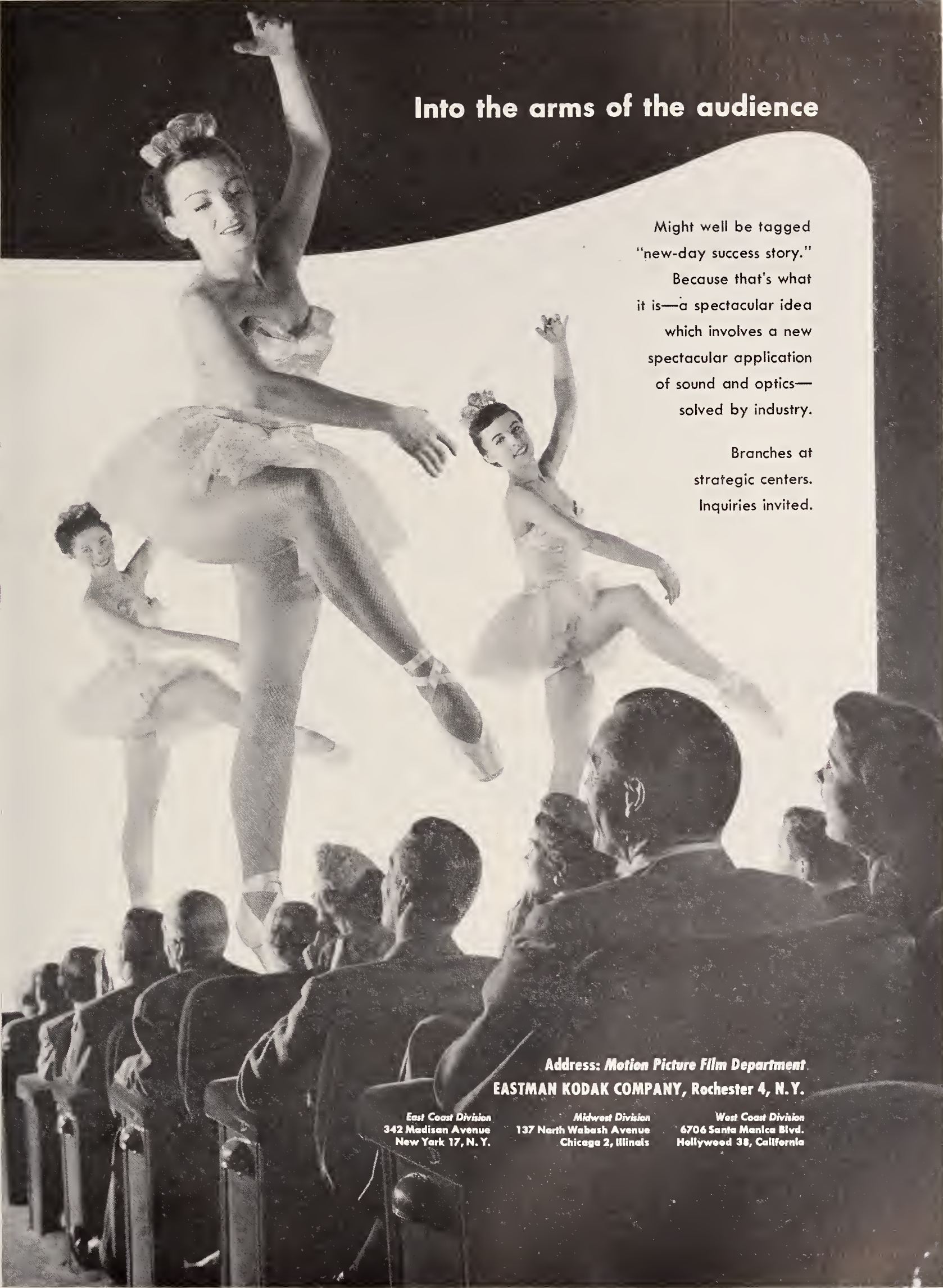
The appointment of Robert J. Corkery as assistant vice-president for international activities in the Motion Picture Association of America was announced here at the weekend by Eric Johnston, MPAA president. The department is headed by Ralph D. Hetzel, Jr., MPAA vice-president.

In addition to his overall duties, Corkery will continue to handle the Western Hemisphere desk, a post which he has filled since last December. In announcing the appointment, Johnston cited Corkery's handling of the many Latin American problems.

Skiatron Press Show To Be Held Today

A press preview of the Skiatron subscription television demonstration will be held here today at the Belmont-Plaza Hotel, where the public demonstrations will begin tomorrow and run through June 17.

For the press showing, two-minute telecasts will be delivered by Arthur Levey, Skiatron president; Admiral T. J. O'Brien, vice-president, and Jack Poppele, director.



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Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Chicago Meet

(Continued from page 1)

of other marketing practices also are said to have come before the meeting. As previously reported, a national hookup of regional film buying and booking organizations, in the interest of combatting policies objected to, also was discussed.

Wilbur Snaper, president of Allied States, said on his return to New York on Friday from the two-day film buying conference in Chicago that the meeting, at which Jack Kirsch, president of Illinois Allied, was host, was "in no sense an Allied or Allied sponsored meeting. Many people not members of Allied attended," he said.

Snaper, who declined to divulge any information concerning the subjects discussed or the identity of the participants, denied a Chicago report that Abram Myers, Allied board chairman and general counsel, had attended the Chicago meeting.

Para. Finds

(Continued from page 1)

it was explained, it is first necessary, of course, to acquire a screen that is high and wide enough to fit the 1.66 to 1 ratio. A wide angle lens is then selected after inserting a mask in the projector aperture having a ratio of 1.66 to 1. The focal length is then calculated to give the maximum coverage.

Paramount currently is making all of its short subjects in the 1.66 dimension.

Foresees Different Type of Theatre

Atlanta, June 7.—A motion picture theatre "as different from today's movie house as the big picture palaces of the present differ from their store-show predecessors," was predicted by M. L. Simons, M-G-M public relations executive, on a recent visit here from New York.

He said "the new wide-screen, curved-screen, 3-D and other processes will eventually encourage the emergence of a new physical theatre."

'U' Sales Meeting

(Continued from page 1)

general sales manager, will preside.

District managers attending from the field are Barney Rose from San Francisco; Lester Zucker, Kansas City; Manie M. Gottlieb, Chicago; Henry H. Martin, Dallas; James V. Frew, Atlanta; P. F. Rosian, Cleveland; John J. Scully, Boston, and David A. Levy, New York.

Home office sales executives participating include Ray E. Moon, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; P. T. Dana, Eastern sales manager; James J. Jordan, circuit sales manager; Irving Sochin, short subject sales manager, and Harry Fellerman, sales head of the U-I special films division.

CinemaScope

(Continued from page 1)

"How to Marry A Millionaire," produced by Nunnally Johnson and directed by Jean Negulesco, has been completed and three currently are shooting—"Twelve Mile Reef," being filmed in Nassau with Robert Bassler producing and Robert Webb directing; "The Story of Demetrius," produced by Frank Ross and directed by Delmar Daves, and "Prince Valiant," on location in England.

Five Ready to Start

Five CinemaScope films are ready to start. They are: "River of No Return," starring Robert Mitchum, Marilyn Monroe and Rory Calhoun, to begin shooting this month in Canada with Stanley Rubin and Ray Klune producing and Otto Preminger directing; "Hell and High Water," featuring Richard Widmark, Bella Darvi, Victor Francen and Cameron Mitchell, which starts June 26, with Ray Klune producing and Samuel Fuller directing; "King of the Khyber Rifles," starring Tyrone Power, produced by Frank Rosenberg and Klune and directed by Henry King, which starts shooting July 6; Irving Berlin's "There's No Business Like Show Business," co-starring Ethel Merman, Dan Dailey, Johnnie Ray and Mitzi Gaynor, which starts July 20 with Sol C. Siegel producing and Walter Lang directing; "Three Coins in the Fountain," (temporary title), starring Clifton Webb, to start pre-production work in Rome July 13 and at the studio Aug. 3, produced by Siegel and directed by Jean Negulesco.

Three Slated for September

Three additional CinemaScope productions will start in September and October as soon as casting is completed. They are: "The Egyptian," produced by Zanuck; "Desiree" and "The Cannibals" (temporary title), to be shot in Berlin and Munich.

Announcement of the \$30,000,000 schedule coincides with demonstration screenings for press and exhibitors in major film exchange cities throughout the country. The medium, requiring no glasses, is being installed in theatres as fast as equipment becomes available, with 1,000 expected to be installed before Jan. 1, stated 20th Century-Fox.

Third 'Festival' at Clark

CHICAGO, June 7.—The Clark Theatre here has planned a "Spring Film Festival," June 14 through June 28, during which 30 top features of the past 14 years will be shown. Economy series tickets will be offered and heavy publicity will back the festival.

Restaurants, Circuits Father's Day Tie-in

"Take Dad out to dinner and the movies during Father's Day week."

Using this slogan, Loew's, Stanley Warner and other circuits are cooperating with 9,500 restaurants of the National Restaurant Association in a drive which will culminate with special programs on Father's Day, June 21. Restaurants are using the phrase in their advertising and on their menus. A special Danny Thomas trailer has been prepared for theatre use.

Supply Dealers

(Continued from page 1)

is not mandatory for you to limit your negotiations for this equipment to the above six concerns. You may deal with any equipment house you desire.

"The quicker you contact your equipment dealer that you prefer to do business with, the faster they can take the exact screen dimensions required by your theatre or theatres and ascertain the proper size projection lens that you will need.

"You are to negotiate your deal with them as well for installation of stereophonic sound if your theatre, or theatres, are not already equipped with same. (CinemaScope pictures are so designated that stereophonic sound is a necessary part of the equipment.)

Swifter Conversions Expected

"After you have negotiated your deal with your equipment dealer he, in turn, will send us the exact measurements for the screen and advise us the size lens required. We will then furnish same to him and bill him direct for this equipment through CinemaScope Products, Inc."

Opening up the installation field to all companies is expected to cue swifter conversions, thus enabling theatres in all parts of the country to exhibit CinemaScope attractions commencing with "The Robe" this fall, it was said.

Loew's Half

(Continued from page 1)

two years from the entry of the decree on Feb. 6, 1952. With the first half of the divestiture schedule uncompleted last Feb. 6, Loew's applied for and was granted an extension of time until last Saturday.

The final half of the theatre divestiture program now is scheduled to be completed by next Feb. 6.

Don't Miss The Event Of The Year! THE ANNUAL FILM INDUSTRY GOLF TOURNAMENT AND FUNFEST

Sponsored by Cinema Lodge, B'nai B'rith
At the Vernon Hills Country Club
Tuckahoe, New York
Thursday, June 11th

It Promises To Be A Day of High Hilarity and Hijinks!

YOU HAVE ONLY A FEW DAYS LEFT TO GET YOUR TICKET

Marvin Kirsch—
Harold Rinzler, Co-Chairman of Golf Committee
Cinema Lodge, B'nai B'rith
214 West 44th Street, New York 36

Please enter me in the Film Industry Golf Tournament to be held on Thursday, June 11, 1953, at the Vernon Hills Country Club at Tuckahoe, New York. Enclosed is my check for \$17.50. (\$7.50 if you come only for the Beefsteak Banquet.)

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NONSTOP

EVERY HOUR ON THE HOUR

Two L.I. Theatres File Trust Suits

Two anti-trust suits seeking treble damages totaling \$3,600,000 were filed here in Federal District Court by two Long Island, N. Y., theatre operators.

One suit, involving the East Islip Theatre, East Islip, seeks damages of \$3,150,000 against the major companies, Associated Playhouses, Inc., Associated Prudential Theatres, Stanley Warner, RKO Theatres, American Broadcasting-Paramount Theatres and National Theatres. It charges unfair trade practices over a period extending from 1932 to 1949.

The other suit, brought by South Shore Theatres, Inc., operator of the Sayville Playhouse, Sayville, names the same defendants and seeks \$450,000 for alleged damages extending from 1948 to 1951.

Credit Dept. Shifts Completed by Altec

E. Abrams, Jr., of the Chicago office of Altec Service Corp., has been named credit manager of the company's Dallas office, it has been announced by Paul F. Thomas, company treasurer. Credit activities for the Dallas territory had previously been conducted from the Chicago office.

Credit operations covering the Atlanta territory, formerly handled from New York, will be conducted from Atlanta. R. L. Ryan has been appointed credit manager in the Georgia city.

Additional sound technicians have been assigned to various Altec division offices. E. R. Roach and J. L. Pyrtle have joined the Southwestern division office under C. J. Zern, while J. C. Tasto has been assigned to the Eastern office under L. J. Patton. J. E. Maher has been added to the Western division, which is in charge of D. A. Peterson.

Extended Chicago Run for 'Sword'

CHICAGO, June 7.—Judge Igoe has granted an extended run, to eight weeks, over the two-week limit laid down by the Jackson Park Decree, Walt Disney's "Sword and the Rose." He will hear petitions next Friday. On "Return to Paradise" and on 20th Fox's first CinemaScope production, "The Robe," for extended runs.

Eight TV Stations OK'd

WASHINGTON, June 7.—Eight more TV station applications have been approved by the Federal Communications Commission, bringing to 357 the total of commercial stations authorized since the lifting of the "freeze" last year.

Popeye to Be First Para. 3-D Cartoon

A Popeye subject will be Paramount's first 3-D animated cartoon and will be ready for release in September. This will be followed by a release in the Caspar series.

The home office has seen 200 feet of the Popeye subject and the reaction is reported to be highly favorable.

Television -- Radio

with Pinky Herman

ARTURO TOSCANINI, en route to his native Milan, Italy, for annual vacation, will resume his Symphonic NBCasts (14 programs) Nov. 2. . . Helen Chapman, star of "Jackson & Jill" situation comedy, distributed by Consolidated TV Films, will head for Gotham this month for a rest and a bit of play-going. Helen's opposite in the program is Todd, son of Roscoe Karns. . . 'Mister Television' will do but one two-week stint at the Sands Hotel in Las Vegas during his summer hiatus, with plenty of rest before he returns in September to do 26 programs for Buick. Format will remain as is with Allen Roth again the conductor for the orchestra. . . Todd (Rootie Kazootie) Russell has just completed the narration and chirping of the first two kidisks of the new "Mighty Mouse" series for Victor's Bluebird label. Background music by Norman Leyden's ork. . . Consultant-producer Peter Arnell will add to his "Wheel of Fortune" CBStint two additional TV programs he's created. "I'll Buy That," a five times a week (11:00 to 11:30 A.M.) audience participation show with Mike Wallace emceeing, will tee off June 15th, while the panel-audience-part, "Take A Guess," with John K. M. McCaffery as moderator, bows into the Thurs. 8 P.M. spot. . . Jeanne Cagney has been added to The "Queen for a Day" troupe and Elliot Jacoby, formerly chief arranger and conductor at Mutual, will compose original music for both the radio and TV versions of the eight-year-old program.

☆ ☆ ☆

Tin Pan Alley is still talking about the annual outing which took place at Fred Waring's estate in Shawnee on the Delaware last Tuesday, which 300 songpluggers, recording A & R heads, singers and artists attended. The music men put on an impromptu show which literally knocked Waring off his seat. But what this reporter wishes to stress is the mutual respect, sympathetic understanding and admiration that exists and has existed for the past quarter century between Fred Waring and the music boys. Other TV and radio biggies may well emulate Fred's attitude toward and treatment of these musical couriers, contactmen, song pluggers, or call them what you will, the lads whose pockets are filled, not with dreams but with professional copies. . . In conjunction with the celebration of New York's 300th anniversary, Dynamic Films is preparing to shoot a special film for American Air Lines, titled, "Invitation to New York." Directed by Lee R. Bobker, this reel will be the first to use Eastman Kodak's new 35mm. color stock with Art Ornitz on the camera. Pix will be developed in both 35 and 16mm. for theatrical, non-theatrical and TV use.



Fred Waring

☆ ☆ ☆

BBD&O rates a low bow for the excellence of President Eisenhower's 'fireside chat' to the people last week. The State Dep't has arranged for a kinescope to be shipped to England for re-telecast there. . . Have some irony: The last five notes heard on the "Lucky Strike Hit Parade," are identical with the musical sign-off that Jack Benny formerly used when he was selling J-E-L-L-O. And besides, Benny today also sings the praises of that cig. . . Here's a real oddity. Last Sunday, Jay ("20 Questions" masterful moderator) Jackson bracketed his live "Philco TV Theatre" announcing with a filmed spot spiel for Bulova Watch immediately preceding and following the Philco pitch for a most unusual triple play. Back in 1931 David Ross announced a back-to-back commercial for Jarman shoes (9:30 to 9:45) and Woodbury soap (9:45 to 10 P.M.) (How does he remember such details?)

☆ ☆ ☆

LOTS A DOTS . . . Gloria Swanson, star of CBS TV film series, "Crown Theatre," will pen a biog on "Gloria Swanson, glamour gal of the movies." . . Upon completion of his current "Burns & Allen" series, Fred (next-door neighbor) Clark heads for TV and Broadway shows here. . . Tom & Helen Slater (he's the "Luncheon At Sardi's" #1 Man, expect another visit from Sir Stock in Aug. . . Bob Quigley, TV's triple threat ace, is producer of NBC TV's newest daily half-hour quizzer, "On Your Account," which will be sustaining until July 1 when Tide will pick up the Mon.-Wed.- and Fri. tabs. Host will be Win Elliot with Larry White of B. & B., director.

More Arguments on Jackson Park Case

CHICAGO, June 7. — Federal Judge Igoe of U. S. District Court heard arguments on Friday in the Jackson Park case relative to the entering of an order based on an opinion by the U. S. Appeals Court regarding competitive bidding.

The defense, representing the film companies, contended that the opinion meant that the Jackson Park must bid against other theatres in its zone for pictures, while attorney for the plaintiff contended that the intent of the opinion was that "fair and equitable" film prices for the Jackson Park should be established by bidding. Judge Igoe took the case under advisement and will render a decision later.

Will Hear Arguments Today

Federal Judge Hoffman, newly appointed to the District Court, will hear arguments Monday on entering of the opinion in regard to the Towne Theatre, Milwaukee.

35 Inductees for FP's 25 Year Club

TORONTO, June 7. — Ontario candidates of the 1953 class of Famous Players' 25 Year Club will be inducted at the dinner of the staff outing at St. Andrew's Golf Club on June 23.

Thirty-five employees in Canada have qualified through continuous service since 1928. Each will receive a gift, a diamond lapel emblem, an honor certificate and an extra vacation with pay annually.

Since 1945, the total enrollment of men and women in the 25 Year Club has been 270. Adolph Zukor was the first charter member of the organization.

All-3-D Show Starts Thursday in Chicago

CHICAGO, June 7.—The first all-3-D program, including a full length feature, will open at the B & K United Artists this week when "It Came from Outer Space" starts its first Chicago run with Columbia's "Spooks" and Universal's "Nat, King Cole" as added 3-D attractions. Opening is scheduled for Thursday.

"Fort Ti," also in 3-D winds up its first Chicago showing at the U. A. Wednesday.

'Cinerama Special' In Detroit for \$9.85

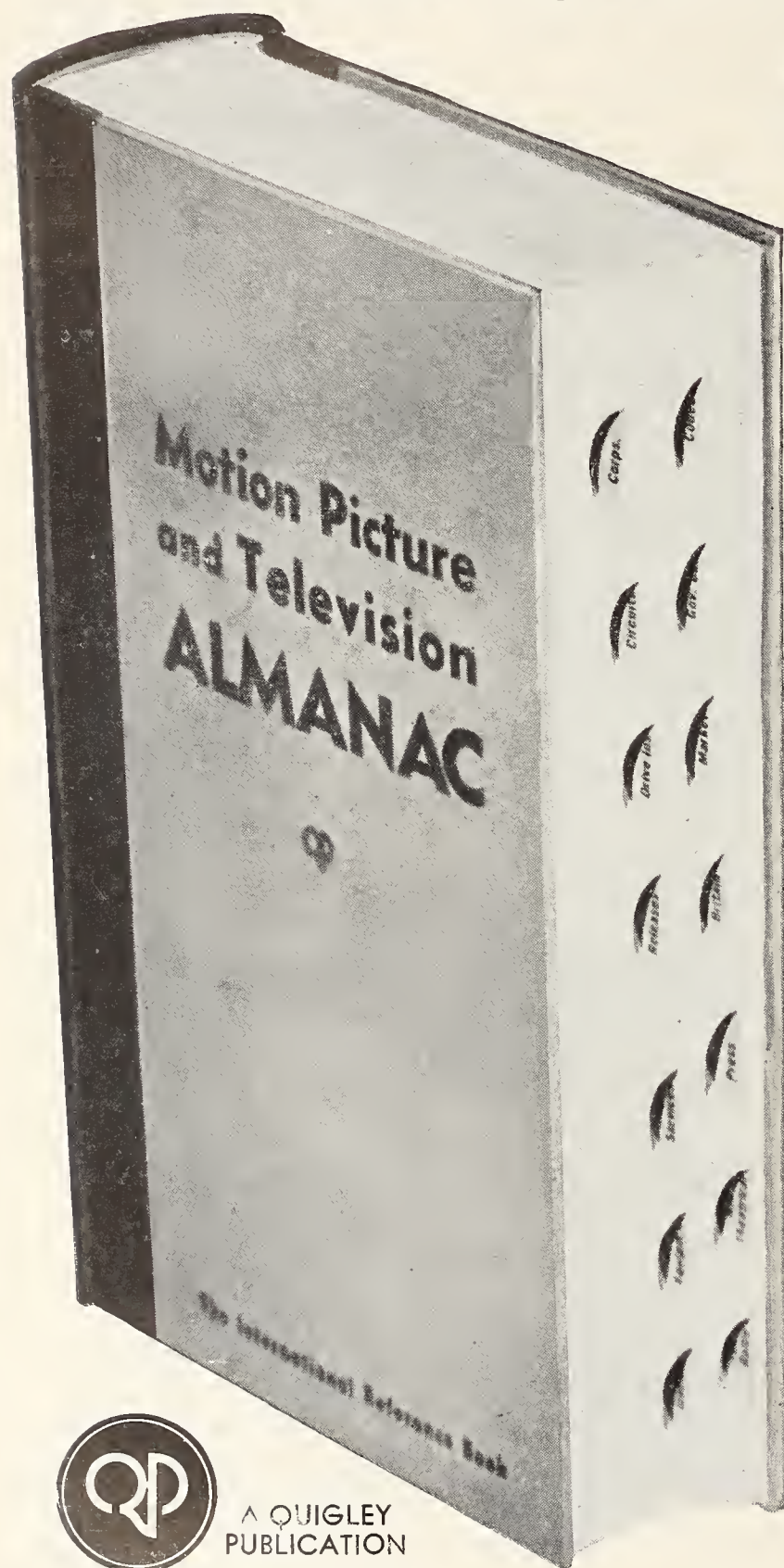
The Hotel Detrioter in Detroit advertises a "Cinerama Special" for \$9.85 per person. Included is "a nicely furnished outside room with private bath for two days and one night, tasty dinner one night in the Hotel Detrioter's Russet Room, breakfast in the Coffee Shop one morning and a good seat to see the terrific sensation of the movie industry, Cinerama."

Special out-of-town train parties are being arranged in Detroit similar to the New Haven Railroad's "show train" in New York.

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VOL. 73. NO. 111

NEW YORK, U. S. A., TUESDAY, JUNE 9, 1953

TEN CENTS

Roach Again Will Produce Theatre-Films

*To Make 6-12 with
Allens, of Toronto*

HOLLYWOOD, June 8.—Hal Roach has announced he will produce six to twelve feature productions for theatrical purpose in association with Harry and Lester Allen, Toronto, Canada, exhibitors, for Guild International Films, Inc. The first will be "The 13th Commandment," to be filmed in color. The second will be "The Woman in Ward 9."

Roach also said his studio will produce not more than four big-budget features annually for Roach-Gold Corporation, which he described as a "new idea in production and distribution." Roach's partner in this company is Harry Gold, sales executive.

His return to theatrical-film production will not impede his television-film production plans, Roach said.

CinemaScope Lens Production Doubled

A speed-up of production of CinemaScope lenses by Bausch & Lomb Optical Co. is reported by Joseph F. Taylor, president of the company. The step-up runs as high as 100 per cent.

"We have been able to substantially exceed our delivery promises to 20th Century-Fox on CinemaScope lens adapters for both cameras and projectors and thereby contribute to an earlier showing of CinemaScope motion pictures than had been thought possible only a few weeks ago," stated Taylor.

"As a result of an intensive effort
(Continued on page 3)

Israeli Film Duty Held 'Unreasonable'

The new schedule of film import duties published officially by the Israeli government are regarded as unreasonably high by directors of the Motion Picture Export Association who met here yesterday to consider the rates.

The import duties are five Israeli pounds per kilo for short subjects and newsreels; 15 pounds per kilo for black-and-white feature films and 25 for color features.

Shipments of films to Israel, which have been held in abeyance for some
(Continued on page 3)

Arbitration Plan to Be Sought for Drive-ins Only

DALLAS, June 8.—Negotiations with distributors of "a workable arbitration system specifically designed for drive-in theatres" has been designated as a goal of the recently formed International Drive-in Theatre

Owners Association, Claude C. Ezell, president, reports in letter being sent to every drive-in theatre owner and manager in the world.

Release of the letters marks the launching of the Association's charter membership drive, in which every drive-in theatre owner who contributes the proceeds of a special midnight show to be given on July 3 to the new Association will be given charter membership status. The contribution is to be exclusive of operating expenses, which should not exceed 50 per cent of the gross.

Proceeds will be used to help make
(Continued on page 3)

'Queen Crowned' Good Example of Film Reporting

By AL STEEN

Long lines of people waiting to see "A Queen Is Crowned" at the Guild Theatre here are being rewarded for their patience, because the 86-minute production of the Coronation of Queen Elizabeth II probably will be accepted as the most thrilling documentation of a historical event that has been the privilege of the motion picture to record for posterity.

From the opening shots of the white cliffs of Dover and the rustic beauty of rural England to the fadeout of the young queen waving to cheering crowds from a balcony, this picture is loaded with drama, pageantry and all the colorful tradition of the kingdom. It is an on-the-spot pictorial reporting achievement that probably will go unequalled for a long time to come.

Photographed in color by Technicolor, with narration written by Christopher Fry and spoken by Laurence Olivier, "A Queen Is Crowned" was produced under the auspices of J. Ar-

(Continued on page 3)

Daff Tells Europe Convention 'U' Is 'Rich in Product'

ROME, June 8.—Universal is enjoying a period of prosperity as a result of careful planning, and the company "knows where it is going," Alfred Daff said here today at the opening of the European sales convention of Universal International Films, of which he is president. Fifty-four delegates from 24 countries in Europe, North Africa and the Near East heard speeches by Daff, Milton

(Continued on page 3)

Skiatron to Get Old Films For TV Test, Says Levey

Feature films released prior to Aug., 1948, will be used in conjunction with the Skiatron subscription television demonstration, which opens here today for the public at the Hotel Belmont-Plaza.

This was disclosed yesterday by Arthur Levey, Skiatron president, who acknowledged the difficulties involved in obtaining product. Levey stated that "four major film companies" have agreed to grant Skiatron the same product which was made available for the Phonevision test in Chicago in Jan., 1951. He said the names of the companies and the list of feature titles will be announced shortly.

However, a check of major companies yesterday disclosed that Warner Brothers, which cooperated in the Phonevision test, will not do so for Skiatron. Officials of M-G-M and

RKO Pictures, two other companies that cooperated in the Phonevision test, could not be reached for comment. Levey stated that one of the major companies which has a competing subscription television system—obviously referring to Paramount Pictures—declined to cooperate in the current Skiatron demonstrations, which will run through June 17. Spokesmen for 20th Century-Fox, Universal and United Artists said their respective companies will not have films in the Skiatron demonstrations.

Levey blamed exhibition sentiment
(Continued on page 3)

Call Cinerama Holders Meet On S-W Deal

*Suggested Pact Gives
S-W 50 Per cent of Gross*

A special stockholders meeting to vote on the proposed Stanley Warner-Cinerama deal has been called for next Tuesday by Cinerama Productions Corp.

A proxy statement to Cinerama Productions' stockholders, announcing the meeting to be held here in the offices of Cinerama Productions, brought to light additional terms of the proposed deal. Chief among these are that under the projected agreement a Stanley Warner subsidiary company would be formed and the proceeds of exhibition would be divided 50-50 between the new company and Cinerama Productions Corp.

In the letter to stockholders, Louis B. Mayer, chairman of the board, said that "substantially, under the proposed agreement, the new company
(Continued on page 3)

Strike Imminent In New York Exchanges

A day-long meeting yesterday between Local H-63 of the Home Office Employees Union and the distributors' negotiating committee failed to result in an agreement on a new contract for New York exchange personnel.

A spokesman for the union said last night that it was quite probable that the local would ask Richard Walsh, president of the IATSE, of which Local H-63 is an affiliate, for permission to call a strike. The board met last night to discuss the issue. It was indicated that strike permission would be sought today.

NSS to Distribute 'View Master' for WB

Beginning with Warner Brothers' current release of 3-D "House of Wax," National Screen Service will distribute special sets of 3-D colored action transparencies for use in its View-Master display for lobbies in all
(Continued on page 3)

Personal Mention

DORE SCHARY, M-G-M vice-president in charge of production; **LEONARD SPIEGELGASS**, writer, and **ARTHUR FREED**, producer, will arrive in Hollywood today from New York.

HARRY F. SHAW, division manager for Loew's Poli-New England Theatres, has been named to a 54-member Connecticut committee for the 50th Anniversary of Powered Flight.

CHARLES RYWECK, of the Columbia press book department, and **MRS. RYWECK** are the parents of a son, their second, born Saturday at Brooklyn Jewish Hospital.

DICK WRIGHT, Stanley Warner district manager, has left Cleveland with his wife and daughter for an automobile trip to Tennessee, Indianapolis and Chicago.

WILLIAM LEVINE, home office assistant to **JOHN S. ALLEN**, M-G-M Southern sales manager, is on a trip to Dallas, Oklahoma City and St. Louis.

JAMES R. GRAINGER, RKO president, will leave here today for Boston and other New England cities. He will return to New York on Friday.

JAMES HENDERLAND, of the M-G-M studio, will return to New York today by plane from London. He will leave New York tonight for Hollywood.

NAT LEVY, RKO Radio East-South division manager, has returned to New York from Atlanta, Jacksonville and Charlotte.

JACK KIRSCH, president of Allied Theatres of Illinois, is recuperating from surgery at Michael Reese Hospital, Chicago.

MURRAY SIEGEL, of the public relations staff of Norton and Condon, has returned to New York from Miami Beach.

DR. THOMAS FIDIAS JIMINEZ, chairman of the National Board Censorship in El Salvador, has arrived in Hollywood.

ARTHUR KRIM, president of United Artists, arrived in New York by ship yesterday from England.

MAX WEINBERG, of the United Artists TV department, spent the weekend in Baltimore.

JOSEPH SHULMAN, attorney for the Shulman Theatres, Hartford, is en route to Paris.

ROBERT ALDRICH, director, left Hollywood yesterday for New York.

STEVE PALLOS, producer, has arrived in New York from London.

Review

"Phantom from Space"

(Wilder-United Artists)

W. LEE WILDER contributes in "Phantom from Space" to the ever-growing program of science fiction productions and as such it stands in a marketable area. From the standpoint of genuine entertainment, however, it is not high in quality.

Dramatized is the visit to earth of a weird, elusive, phantom-like man from another planet. There is little distinction or imagination to the disheveled story but it does have lots of exploitable angles.

Evidence that something is wrong happens when radio and television disturbances are reported. Then some murders occur, with reports about a man roaming about with an incredible helmet and no face. Forces of police and science swing into action and a melodramatic hunt goes on for the strange, invisible creature. Fortunately for the populace the "phantom" is separated from his helmet which is necessary for him to keep alive.

Thus in the climax the phantom just disintegrates. Noreen Nash adds some feminine allure as a woman whose husband is murdered by the visitor. Others in the cast who take part in the desperate search are Ted Cooper, Rudolph Anders, Harry Landers, Jack Daly and James Seay. A semi-documentary flavor is striven for throughout the film.

Wilder also produced, from a screenplay by Bill Raynor and Myles Wilder. Running time, 72 minutes. General audience classification.

3-Way Financing for French Filming Here

French, Italian and American sources are supplying the finances for the production of the French picture, "Public Enemy No. 1," it was explained here yesterday by producer Jacques Bar. Exterior scenes are being made in and around New York by the producer.

Bar explained that the picture is budgeted at \$683,000, of which French sources are supplying \$433,000, Italian sources, \$150,000, and American sources, \$100,000. The American capital is being supplied by George Foley, Inc., which will have distribution rights for the Western Hemisphere.

Foley is tendering a cocktail party for Bar at the Rainbow Room next Monday.

Hillside Trial Goes Into Its 6th Week

The trial of Hillside Amusement Co. vs. Warner Brothers, et al, yesterday went into its sixth week here in New York Federal Court and indications are that it will continue well into the summer. The case involves alleged discrimination of film rentals between Jack Unger's Mayfair Theatre at Hillside, N. J., and competitive circuit houses in the area.

Louis Nizer, counsel for the defendants, yesterday began the cross-examination of Unger and, at a later date, will cross-examine Irving Dolinger, vice-president of Independent Theatre Service Co., booking and buying service.

E.K. Shifts Moses, Smith

ROCHESTER, N. Y., June 8. — C. Everett Moses has been named manager of the Eastman Kodak Co. processing laboratories in Flushing, L. I., it has been announced by I. N. Hultman, vice-president and general manager of Kodak Park. Philip E. Smith, present manager of the Flushing laboratories, has been named assistant manager of the Kodak processing laboratories in Chicago.

B&K Ticket Prices Raised Permanently

CHICAGO, July 8.—Culminating a transition period during which prices have been raised for special attractions such as "Bwana Devil," "Peter Pan," "House of Wax" and "Hans Christian Andersen," Balaban & Katz have raised the evening price permanently in their first outlying run house from 74 cents to 85 cents, both including tax.

With more and more so-called special attractions being released and exhibitors raising and dropping their prices from week to week, chances are that the B & K move will lead to a general increase in admission prices throughout the city.

NVC Units Called Entirely Compatible

HOLLYWOOD, June 8.—Natural Vision Corporation's 3-D camera units have been made completely compatible with all wide-screen aspect ratios, NVC President Milton L. Gunzburg has announced. He disclosing that the first use of NVC equipment for extra-dimensional 3-D photographing is being made on a picture now shooting.

Gunzburg also disclosed that Edward Small has completed negotiations for his next three productions to be made in NVC 3-D wide-screen and color.

Farnum Rites Tomorrow

HOLLYWOOD, June 8.—Funeral services will be held Wednesday afternoon in the Wilshire Methodist Church for William Farnum, 77, who died Friday night following an extended illness. His widow, two stepdaughters, a stepson and three nieces survive.

Pioneers Dinner Nov. 12

The annual dinner-meeting of the Motion Picture Pioneers will be held in the Hotel Astor here on Nov. 12. The initial meeting of the dinner committee was held late last week in the office of Jack Cohn, president of the Pioneers.

Healthy \$38,000 For 'Sangaree'

A healthy \$38,000 is indicated for the opening week of 3-D "Sangaree" at the Victoria, as other three dimensional and wide-screen attractions along Broadway this week continue to draw.

At Radio City Music Hall, where "Young Bess" is being projected on the Hall's large screen, a good \$120,000 is seen for the film's third week. A sturdy \$35,000 is indicated for the second week of "Fort Ti," in 3-D, at the Criterion. "Thunder Bay," being shown on a wide screen at Loew's State, is expected to hit a nice \$20,000 for its third week.

"This Is Cinerama," which moved from the Broadway Theatre, is due to hit a big \$51,000 for its first week at the larger Warner Theatre.

Bavarian Praises Films from America

HOLLYWOOD, June 8.—Hollywood films have played a principal role in creating good will for this nation in Germany. George Witt, president of the Bavarian Motion Picture Producers Association, told the AMPP's international committee at a luncheon which was held in the Beverly Hills Hotel today.

Witt said Hollywood films rate first with South Germans, with English, French and Italian films next in that order.

Oregon Exhibitor Dies

ROCKAWAY, Ore., June 8.—Eugene Davis, 58, owner-operator of the Rockaway Theatre here, died at Wheeler Clinic as result of a heart attack.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"YOUNG BESS"

JEAN
SIMMONS
DEBORAH
KERR

STEWART
GRANGER
CHARLES
LAUGHTON

color by TECHNICOLOR • An M-G-M Picture
plus Spectacular STAGE PRESENTATION

BURT LANCASTER
VIRGINIA MAYO
SOUTH SEA
WOMAN
DARAMOUNT TIMES SQUARE
in person **VIC DAMONE**
KAREN CHANDLER
JOEY BISHOP • BUNNY BRIGGS
RICHARD HAYMAN
AND HIS ORCH.

Normandie Air-Conditioned
57th at 6th Ave.
"STRANGE DECEPTION"
A CASINO FILM RELEASE
3rd WEEK

Cinerama

(Continued from page 1)

would finance the equipping and opening of theatres, as well as the production of the next Cinerama picture, recouping such costs out of box-office receipts."

Other points in the proposed agreement, it was stated, include the following: the new subsidiary company would, in addition, take over the operation of the present theatres showing "This Is Cinerama" in New York, Detroit and Los Angeles; it is contemplated that 20 additional theatres will be opened rapidly, with a longer range objective of 50 theatres on a world-wide basis.

"Well Known Company"

Mayer, in his letter, did not identify Stanley Warner by name, but referred to negotiations with a "well-known company, owning and operating one of the leading chains of motion picture theatres." He said, in part, that "this agreement would achieve the long-sought objective of attracting to the Cinerama process, outstanding experience and management in the field of exhibition, and capital, insuring rapid expansion . . . of Cinerama."

Asked for comment on the Cinerama Productions proxy statement, a Stanley Warner spokesman said that negotiations between the two principal companies are still continuing. Because of legal aspects involving the industry consent decree, the approval of the courts or the Department of Justice would be necessary before a deal is consummated, it is understood.

Next Tuesday's stockholders meeting will also be asked to vote on a proposal for the sale of the stock and options of Cinerama, Inc., owned by Cinerama Productions Corp.

Jackson Pk. Theatre Overruled on Bidding

CHICAGO, June 8. — Federal Judge Michael Igou today entered an order —based on an opinion of the U. S. Appeals Court relative to bidding by the Jackson Park Theatre—agreeing with the written request by attorney Miles Seeley, representing defendant film companies, that the order be so worded as to require the Jackson Park to engage in competitive bidding with theatres in its zone.

Judge Igou, in entering the order, thus overruled the contention by the Jackson Park that the intent of the Appeals Court was that bidding in the Jackson Park zone should be used only as a means to establish fair and equitable prices for the licensing of film to the Jackson Park.

Towne Case Also Heard

Meanwhile, Judge Julius G. Hoffman, newly-appointed to the bench of the U. S. District Court here, heard arguments today on the same U. S. Appeals Court opinion in regard to the Towne Theatre, Milwaukee, and took the case under advisement. It is expected that his order will be similar to that of Judge Igou, with minor technical variations.

Thomas C. McConnell, attorney for the Jackson Park and Towne—whose cases have been handled by his associates in his absence—will return from Europe next week, and it is expected that he will ask the Appeals Court to review the orders as entered by the District Court.

'A Queen Is Crowned'

(Continued from page 1)

thor Rank by Crelton Knight and is being distributed in the U. S. by Universal Pictures.

There is only one brief stock shot in the entire picture, that of Elizabeth reviewing a military group from a horse; everything else was photographed last Tuesday and it is a tribute to all concerned for the speed in editing the footage, with no loss of quality, the recording of the commentary, and the shipment here. The picture is a regular June release and is being made available in two versions—one in the 86-minute length and the other to run 60 minutes.

The ritual of the actual coronation, inside Westminster Abbey, is one that will long be remembered. The various steps leading up to the placing of the crown on the queen's head have been faithfully recorded, with cameras apparently in various locations in the hall capturing every detail. The recession after the coronation was, by design, slowly paced, but even the snail-like movements of the principals are never lacking in interest.

The color reaches a new high. It gives the event, which would even be colorful in black-and-white, an en-

hancement that reaches a pinnacle in spectacular enchantment. The post-coronation procession, with its marching soldiers from all lands of the Empire, and the roaring crowds, is a thrilling climax to an intensely interesting production.

The musical background has been excellently recorded by the London Symphony Orchestra.

'Queen' Opens to Smash Business at Embassy Here

"A Queen Is Crowned" opened to smash business at the Embassy Theatre here, indicating a record-breaking first week's gross of an estimated \$17,000 for the 450-seater.

The film, which opened Saturday afternoon, did \$1,200 for the remainder of Saturday and \$2,748 on Sunday. Yesterday, capacity business was the order of the day.

It was also reported that the color in Technicolor feature of the coronation broke records in its other two openings, with \$1,929 registered at the Telenews Theatre, Detroit, for a Sunday opening, and \$3,200 on Sunday for the Boston bow at the Exeter Street Theatre.

'U' Convention

(Continued from page 1)

Rackmil, president of Universal Pictures, and Americo Aboaf, vice-president of the international subsidiary.

"There is no hysteria over the latest technological developments," Daff stated. "U-I is rich in product which is strong in quality." He underlined U-I's policy of full production by announcing 32 pictures for 1953-54 all of which would be available for standard or wide-screen projection and with ordinary or stereophonic sound. Pictures in 3-D, he said, would also be available for standard release after 3-D possibilities had been exhausted in each territory.

Daff said there would be shortages in product in six months and exhibitors would be looking to Universal with its great backlog of pictures to keep their screens full. The company's future power of leadership in Europe will stem from the foundation laid by the delegates present, he declared.

Praises Israeli Representative

Turning to the recently completed "Daff Third-of-a-Century Drive," which saw the competing territories shatter all previous sales records, he congratulated David Mallah, U-I representative in Israel, for winning the European divisional race, and complimented Enrique Aguilar, manager for Spain; Emanuele Zama, manager for Italy; John Marshall, Middle Europe district supervisor, and Bernard Goldman, France-Luxemburg-Switzerland district manager, for the high grosses turned in by their territories. U-I results in Europe showed a 45 per cent increase over last year's drive, he said.

Rackmil told the delegates that he was in the process of getting acquainted with Universal personnel everywhere in the world, having already visited Latin America, and that he hoped to visit the Near and Far East this year.

In his address, Aboaf spoke of the importance of the accord U-I had reached in its international operations

Drive-In Plan

(Continued from page 1)

the Association self-sustaining and to keep its membership restricted to drive-in operators solely, it was stated.

Among other policies and aims to be determined by the new Association are: establishment of a national buying and booking service for drive-in theatres, tackling problems presented by competitive bidding, high film rentals, print shortages, unfair zoning regulations, tinted windshields and auto sun visors, insurance rates and three-dimensional projection.

These and other major problems have been placed on the Association's schedule for handling during the first 18 months, it was stated by Paul Short, director general.

MGM Starts First In CinemaScope

"Knights of the Round Table," first M-G-M picture to be filmed in CinemaScope, has started production in England, with Robert Taylor, Ava Gardner and Mel Ferrer heading the cast. The picture will have color in Technicolor, will also be filmed in wide-screen and standard processes, and with stereophonic sound. Richard Thorpe is directing and Pandro S. Berman is producing.

Out of five M-G-M pictures currently in production, two others also are being filmed abroad. These are "Flame and the Flesh," starring Lana Turner, Pier Angeli and Carlos Thompson, now before cameras in Italy, and "Crest of the Wave," starring Gene Kelly, being made in England.

and the cooperation that exists between the studio and distribution.

The convention concluded tonight with a dinner at the Excelsior Hotel with Tyrone Power as guest of honor. This was followed by a screening of "Mississippi Gambler."

Skiatron

(Continued from page 1)

for the reluctance of some film companies to cooperate in the tests, although claiming that other companies are "enthusiastic" about the system's possibilities.

At yesterday's press preview demonstration, a special film highlighting Skiatron's potential entertainment values was shown. The film was designed to show the convenience and economy of sitting at home and watching a current feature film with the trouble and costliness for a family to go out to a theatre. Other portions of the film were devoted, in part, to explaining why sponsored television allegedly cannot bring outstanding shows, sporting events and educational programs to the public. Jack Poppele, a Skiatron director, in a short telecast, claimed that the theatre televising of major sports attractions was, in effect, another form of subscription television.

Levey stated, in response to a question, that Skiatron will file an application seeking approval of its system with the Federal Communications Commission in the fall. He indicated that the minimum charge to a subscriber will be about \$10 per month.

Israeli Duty

(Continued from page 1)

time because of the new duty, will be withheld further. Eric Johnston, MPEA president, will make further representations on the subject to the Israeli Embassy in Washington.

The MPEA board also discussed a proposed financial settlement with Indonesia covering the conversion of blocked American film earnings there. An agreement is expected to be concluded following receipt here of further reports on the settlement, expected in a day or two.

CinemaScope Lenses

(Continued from page 1)

on the part of our research, design and manufacturing staffs, we have exceeded our delivery schedules by over 100 per cent on projection adapters and by about 18 per cent on camera adapters."

"Officials of 20th Century-Fox," Taylor concluded, "through their cooperation in helping us solve our problems, have made a major contribution in speeding up deliveries to date."

NSS to Distribute

(Continued from page 1)

theatres playing Warner 3-D pictures.

Color transparencies on "The Charge at Feather River," 3-D picture for July release, are already available at National Screen branches along with a View-Master display cabinet which contains three sets of twin-eyed viewers, each holding a reel of seven selected action transparencies. The panel is 48 inches long and adjustable for varying heights for child or adult viewers.

RCA Service Co. Moves

CHICAGO, June 8.—In a move calculated to integrate their service more closely with other activities on film row, RCA Service Company, Inc., has moved its offices to 1315 South Wabash, immediately adjacent to the Abbott Theatre Equipment Co., through which RCA equipment is sold.

BIG AS 3-D's BIGGEST

"IT" CAME FROM



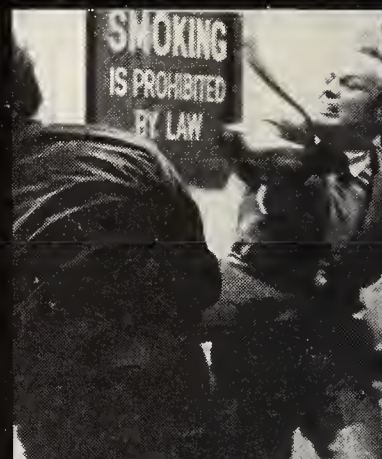
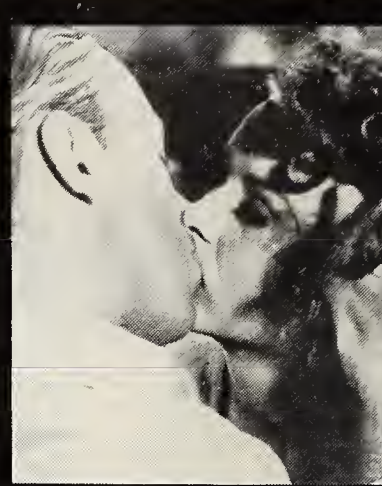
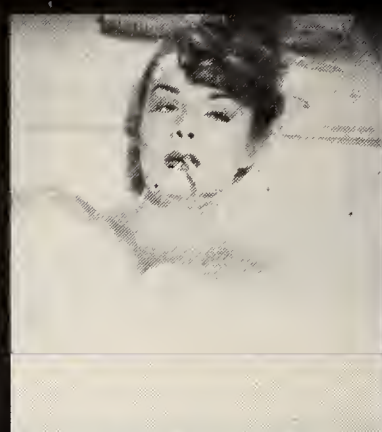
and the same **BIG NEWS** is coming in day

BIGGEST week at Hillstreet and
Pantages in Los Angeles in 7 years!
BIGGEST business Lafayette in
Buffalo in 2 years..Third **BIGGEST**
business in history of Paramount
Theatre in Syracuse!

**OUTER
SPACE"**

and **IT** came
from **U.I.**
of course!

by day from Coast to Coast!



Pickup ON SOUTH STREET"

**NEXT ATTRACTION AT
ROXY, NEW YORK!**

**WATCH IT SMASH RECORDS
JUST AS IT DID IN BOSTON,
PHILADELPHIA and PROVIDENCE!**

**DATE IT NOW...
and clean up
with 'PICKUP'!**



There's No Business Like 20 Century-Fox Business!

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 73. NO. 112

NEW YORK, U. S. A., WEDNESDAY, JUNE 10, 1953

TEN CENTS

6 More Trust Suits Are Filed In New York

**Damages Sought in June
Total \$124,137,503**

With the filing of a \$19,350,000 anti-trust suit here yesterday by six independent theatre companies against major distributors, triple damage suits by exhibitors filed so far in June total \$124,137,503, an all-time record for the period. And, according to reliable reports, the end is not in sight; another large-scale case is said to be in preparation for filing before the end of June.

The cases filed in New York Federal Court yesterday were brought by companies associated with Raybond Theatres. Four of the actions name major distributors and Skouras Theatres Corp. as defendants, while the two others name only the film companies.

Each of the suits is approximate—
(Continued on page 3)

Hollywood Product Gains in Argentina

WASHINGTON, June 9.—U. S. films had a good year in Argentina in 1952, according to Commerce Department film chief Nathan D. Golden.

The number of U. S. films released in Argentina last year totaled 210, compared to 141 in 1951 and only 42 in 1950, Golden said. This was the largest number of U. S. films released in Argentina since 1948, when 261 were distributed there.

Even more important, he continued, 27 Hollywood features were among the first 40 box-office grossers last year. Of six films grossing more than 1,000,000 pesos each, three were U. S. productions, Golden stated.

Attendance in Argentina was up substantially last year over previous years.

Exchange Employees Ask Strike Permit

Local H-63 of the Home Office Employees Union has sent a letter to Richard Walsh, IATSE president, asking for strike permission on behalf of the exchange employees in the New York offices of major distributors. The union's board of directors approved

(Continued on page 3)

Film Firms to Get \$1,100,000 from Indonesia Shortly

A total of \$1,100,000 in blocked funds from Indonesia will be remitted shortly to U. S. member companies of the Motion Picture Export Association under a settlement reached between the Indonesian government and Irving Maas, in charge of MPEA's Far Eastern division, it was learned here yesterday.

The remittance is part of a new two-year agreement tentatively concluded with Indonesian representatives by Maas in Jakarta, the Indonesian capital. The agreement, which supersedes a one-year film pact, is subject to formal ratification by the MPEA and the Indonesian government.

Under the new two-year pact, 50 per cent of the blocked funds of
(Continued on page 7)

Legion of Decency Executive Head Dies

Very Rev. Patrick J. Masterson, executive secretary of the National Legion of Decency, died suddenly early yesterday in New York.

Msgr. Masterson was born in New York City, Feb. 2, 1910, the son of Patrick and Joan Dorgan Masterson. He was a graduate of Xavier High School, New York City, attended Fordham University and completed courses in philosophy and theology at St. Joseph's Seminary, New York. He was ordained a priest of the arch-

(Continued on page 7)

Pickus's 'Home - Made' Wide - Screen System Boosts Business 40 Per Cent

Stratford, Conn., June 9.—Grosses at the Stratford Theatre here have increased approximately 40 per cent since May 21 when Albert Pickus, owner of the house, installed his "home-made" wide-screen process which he calls Amp-O-Vision, Pickus said. Except for one night when the local high school held its graduation exercises, business has climbed steadily and Pickus gives credit for the upswing to his "spare-time, basement-made" development.

Using a wide-angle lens and a wide curved screen, Pickus gets an aspect ratio of 1.66 to 1. The top and bottom cuts on the screen have been so negligible, he said, that they were hardly noticeable and there has been no criticism by the audience.

"My patrons think it is terrific," Pickus said.

Pickus is now working on a new lens and a new screen which he plans to install in the Stratford in addition to the ones he now has.

Trade press stories on his installation caused an avalanche of letters and calls from exhibitors in all parts of the country, asking for information and details, Pickus said. Telephone calls from as far away as Salt Lake City and from several towns in Texas were received during the week following the premiere, he stated.

Skiatron Tees Off Without a Feature

The first day of the public demonstration of the Skiatron subscription television system here went off yesterday without a feature film being shown to the audience at the Belmont-Plaza Hotel. A Skiatron spokesman indicated that old films used in the Phonevision test still are in the process of being selected.

Cass Promoted by M-G-M in Canada

Hillis Cass has been named general sales manager of Metro-Goldwyn-Mayer Pictures of Canada, in Toronto, by H. L. Nathanson, president

of Metro's Canadian company. Cass, who has been branch manager in Montreal since 1933, succeeds the late Theodore J. Gould.

Cass entered the industry in 1917 in Western Canada. He joined Regal Films, previous M-G-M distributor, in 1924 as a salesman at Winnipeg. He was subsequently promoted to branch manager at Calgary and in 1932 be-

(Continued on page 7)



Hillis Cass

Million Dollar Deal Gives 80 Films To TV

**Major Releases in New
Group for Television**

A group of 80 theatrical features, some of which were released as late as 1948, has been purchased by Unity Television Corp. for the TV market. The package, reportedly representing an outlay of \$1,000,000, was acquired from Major Attractions, Inc., and is said to be one of the largest deals completed for the television film industry. The product never before has been seen on TV, according to Arche Mayers, president of Unity.

Half of the pictures were produced by Sol Wurtzel for 20th Century-Fox release, although M-G-M, Universal and other major sources also are represented in the group. Mayers asserted here yesterday that many of the features cost more than \$1,000,000 each to produce and that the over-all production expenditure represented a

(Continued on page 3)

Okay Extension of Reciprocal Pact

WASHINGTON, June 9.—The House Ways and Means Committee today approved a compromise bill extending the Reciprocal Trade Agreements Act for one year.

Extension has been urged by the Motion Picture Association of America, among other groups.

The bill, which the House is slated to pass next Monday and which likely will get speedy Senate approval, also would set up a commission to study U. S. foreign economic policy, would enlarge the Tariff Commission from six to seven members and would cut down the length of time within which the Commission must act on relief applications from domestic industry.

Plan to Produce Nine Films Here

Alfred Palca, Anton Leader and James Wong Howe, who recently completed the production of "Go Man Go" in New York, plan to produce nine more features in and around Gotham, the trio revealed here yesterday. "Go Man Go" features the Negro basketball team, Harlem Globetrotters,

(Continued on page 7)

Personal Mention

MANNY REINER, foreign sales manager for Samuel Goldwyn Productions, will leave here by plane today for Europe.

SIDNEY S. KULICK, of Bell Film Exchange, and **MRS. KULICK**, will leave here by plane tomorrow for Columbus, where they'll see their son, **RICHARD**, graduate from Ohio State University and receive his commission as a lieutenant in the Army Air Service.

CHARLES SCHLAIFER, president of Charles Schlaifer & Co., tomorrow will be honored at a dinner at the Naval Officers Club, Bethesda, Md., for his work on the National Advisory Mental Health Council.

DR. ALLEN HENRY LEVY, son of **DAVID A. LEVY**, New York Metropolitan district manager for Universal, will graduate from Harvard University Medical School tomorrow.

CHARLES BOASBERG, RKO Radio general sales manager, and **WALTER BRANSON**, assistant sales manager, have arrived in Seattle on their tour of exchanges.

MARTY WOLF, assistant general sales manager of Altec Service Corp., and **L. J. PATTON**, Eastern division manager, have arrived in Buffalo from New York.

JACK HILL, of International Tele-meter Corp., Paramount affiliate, who has been visiting in New York, will return to Hollywood today by plane.

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has returned to New York from Hollywood.

JULES LAPIDUS, Warner Bros. Eastern and Canadian division sales manager, is in Washington, D. C., from New York.

Sir Godfrey Tearle Is Dead in England

LONDON, June 9. — Sir Godfrey Tearle, stage and screen actor who was knighted in 1951, is dead here at the age of 68.

While Sir Godfrey Tearle, who died yesterday in England, was known principally as one of the greatest Shakespearean actors of his time, his success in motion pictures also was outstanding. In addition to portraying the late President Franklin Delano Roosevelt in M-G-M's "The Beginning or the End," he had principal roles in "The Thirty-Nine Steps," "The Last Journey," "Tomorrow We Live," "One of Our Aircraft Is Missing," "Rake's Progress" and "Medal for the General."

Vistarama Entering 16mm. Industrial Field: Dudley

Vistarama, Inc., which will demonstrate its wide-screen process at the RKO 86th Street Theatre, New York, here this morning, already has moved into the 16mm. industrial field, having started a picture this week in Amarillo, Tex., for the Southwest Public Service Co., Carl Dudley, Vistarama president, said here yesterday. Other Vistarama industrials are scheduled to be made for the Association of American Railroads and the Cleveland Electric Illuminating Co., he stated.

A portable screen, weighing approximately 22½ pounds and with an aspect ratio of 2-to-1, will be available for schools, churches, non-theatrical and theatrical accounts.

Dudley explained that Vistarama was 100 per cent compatible and interchangeable with CinemaScope. It employs an anamorphic "squeeze" lens by which images twice the normal width are compressed onto regular 35mm. and 16mm. negatives. Projected through either the Vistarama or the CinemaScope projection lens, the pic-

ture is spread to an aspect ratio of 1-to-2.66.

The Vistarama wide-angle lens will be available to producers on a lease basis, Dudley said. The company plans to market only the shooting lens for 35mm. but will make available both a camera and projection lens for 16mm pictures, he stated.

Three features in the Vistarama process are planned for this year, as well as six short subjects. Three of the subjects will be delivered to Republic as part of its deal for Dudley's "This World of Ours" series.

Dudley expressed the opinion that the industry was confusing the public with the term "wide-screen." Actually, he said, only CinemaScope, Vistarama and Cinerama are "wide screen" presentations; the others being merely "larger screens without a real panoramic effect." He suggested that a new name be coined to distinguish the true "wide screen" from the "larger screen."

First CinemaScope Film Outside the U.S.

ROME, June 9. — "The Story of William Tell," in Pathecolor, starring Errol Flynn, will go before cameras tomorrow in the Swiss Alps. This will mark not only the first use of CinemaScope outside the U. S., but it will also be the first independently produced picture to be filmed in CinemaScope, according to J. Barrett Mahon, producer. The feature will be distributed by United Artists.

Jack Cardiff will direct and will be in charge of photography. Bruce Cabot will head a supporting cast which also includes the Italian stars Antonella Lualdi and Massimo Serato.

'The Moon Is Blue' In 'C' Classification

The National Legion of Decency announced yesterday that the motion picture "The Moon Is Blue," produced independently by Otto Preminger and F. Hugh Herbert, for distribution by United Artists, has been placed in its "C," or condemned, classification for the following reasons:

"The subject matter of this picture, in its substance and manner of presentation, seriously offends and tends to deny or ignore Christian standards of morality and decency, and dwells, hardly without variation, upon suggestiveness in situations and dialogue."

Tribute to Servicemen

Bert Ennis has authored a series of verse extolling the theatre service man. Called "An Altec Service Man's Dream," it sets forth the trials and tribulations of the "fixit fellows" who cover the projection front. Altec is giving the rhymed tribute widespread distribution throughout the country to its field office personnel of the company as well as to theatre managers and projectionists.

Mayer, Griffith Doing New Book on Films

"American Movies, from Flickers through Flats" is the working title of a new book to be authored jointly by Arthur Mayer, who wrote "Merely Colossal," and Richard Griffith, who did "The World of Robert Flaherty," both books about the film industry.

Simon & Schuster will publish the new book, which will be illustrated with stills from past productions. It is scheduled for publication in the fall of 1954.

Rubin Is Making Equipment for 3-D

BOSTON, June 9. — A new company has been formed in Saugus, Mass. to manufacture some 3-D equipment, including 25-inch magazines and mechanical interlocks, for delivery two weeks after receiving orders. Called the Richard B. Rubin Company, its owner is also an independent exhibitor.

Rosen, Fabian's TV Director, Resigns

The resignation of Leo Rosen, theatre television director for Fabian Theatres, was disclosed here yesterday. No successor has been announced.

Rosen, who expects to remain in the theatre TV field, said he will announce his plans shortly.

Gratis Disney Trailer

A 55-second special teaser trailer in color by Technicolor on Walt Disney's "The Sword and the Rose" will be offered to exhibitors free of charge by Walt Disney Productions. The trailer will be made available by RKO Radio branches three or four weeks prior to the playdate.

Warner Payment Hikes Dividends

Washington, June 9. — Due to a change in the month in which Warner Brothers paid its dividend, publicly-reported cash dividends of film companies amounted to \$846,000 in May compared to \$114,000 last May, the Commerce Department reported.

The Department said Warners last year paid a dividend in April which this year the new picture company paid in May.

Total dividends for the first five months of this year were put at \$5,176,000, compared with \$9,595,000 for the same 1952 period.

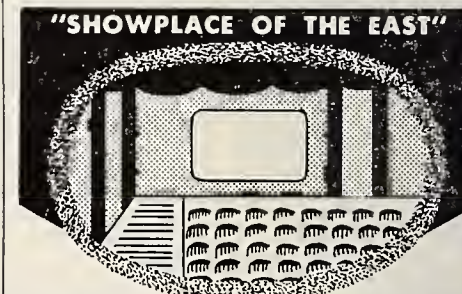
Defends Cut Rates To Vending Firm

WASHINGTON, June 9. — The Supreme Court has defended the Automatic Canteen Co. against Federal Trade Commission charges of Robinson-Patman Act violation.

The Commission had complained that the vending machine company should be able to prove that any special prices it got from suppliers—such as candy companies—did not discriminate against smaller customers of the same suppliers. It charged that the company actually had a substantial competitive advantage over many smaller firms. A 6-to-3 majority of the court has rejected the FTC's contention and said that a large buyer like Automatic Canteen need not prove that the prices it gets do not discriminate against other buyers. Justice Frankfurter delivered the official court opinion and Justices Douglas, Black and Reed dissented.

150 at Tourney of Lodge Tomorrow

More than 150 golfers and gin rummy players are expected to invade the Vernon Hills Country Club at Tuckahoe, New York, tomorrow for the second annual film industry golf tournament and funfest sponsored by the Cinema Lodge of B'nai B'rith, according to Burton E. Robbins, president of the lodge.



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619 W 54th St., N. Y. 19, N. Y. • JUDson 6-0360

SPG Screening Films for Awards

HOLLYWOOD, June 9.—Screenings of pictures submitted for the first annual Inter-collegiate Film Award of the Screen Producers Guild have started under the direction of Jerry Wald, chairman of the screening committee.

Films in the competition were entered by 69 American universities and colleges having film and drama departments. They will be judged by an SPG committee consisting of Buddy Adler, Charles Brackett, Edwin Knopf, Sol Lesser, Louis Lighton, William W. Wright and Carey Wilson, newly-elected president of the Guild. Nominations for the best will be made and final judging will be done by the entire membership of the Guild.

Wallis, Paramount Start Korea Film

A joint effort by Hal Wallis Productions and Paramount Pictures has been launched in Korea with the start of a three-dimensional film titled "Cease Fire," based on the fighting on the Asiatic peninsula. The picture is being made under the directorial supervision of Owen Crump, former colonel in the U. S. Air Force and wartime head of that organization's first motion picture unit. Veteran combat troops and correspondents will be the film's only actors.

Caputo Acquires Six By Cifesa of Spain

Master Films Distributors, Inc., George Caputo, president, of New York, has acquired rights for distribution in all English speaking countries of six Cifesa of Spain super-productions: "Augustina de Aragón," "De Mujer a Mujer," "Lola la Piconera," "Una Cubana en España," "Leona de Castilla" and "Pequeñeces," which are now being given English titles.

Films to Television

(Continued from page 1)

minimum of \$40,000,000. The lineup of pictures will become available to TV outlets immediately. It will be known as the "Plus 80" package.

The package consists of four groups of 20 features each, under the heading of "All-Star Adventures," "International Masterpieces," "Charley Chans," and the "Hollywood Major Package."

Mayers described the deal as a "fulfillment of promises last October in response to the clamor for new films and new faces from Hollywood." He added that "regardless of what others may say, Unity believes motion pictures are the basis of good entertainment and economical telecasting. Old stations need new films; new stations need encouragement."

Wurtzel produced the product in the "Hollywood Major Package" and the Charley Chans. Other producers include Alexander Korda and Hal Roach.

The "International Masterpieces" group consists of "Anna Karenina," "An Ideal Husband," "Mine Own Executioner," "Love Story," "Uncensored," "The Sword of

D'Artagnan," "A Man About the House," "Wanted for Murder," "Meet Me at Dawn," "Snowbound," "Hurricane at Pilgrim Hill," "Noose for a Lady," "I Am a Stranger," "Green Grow the Rushes," "Hot Ice," "Tread Softly," "Distant Trumpet," "Cheer the Brave," "Come Back, Peter," and "No Haunt for a Gentleman."

In the "Hollywood Major Package" lineup are "Dangerous Years," "Strange Journey," "Rendezvous 24," "Roses Are Red," "Crimson Key," "Deadline for Murder," "Dangerous Millions," "Trouble Preferred," "Arthur Takes Over," "Half-Past Midnight," "Night Wind," "Miss Mink," "Tucson," "Invisible Wall," "Second Chance," "Jewels of Brandenburg," "Backlash," "Fighting Back" and two specials, "They Were Sisters" and "Assassin for Hire."

Twenty titles in the "All-Star Adventure Classics" were announced, but established sources of past releases fail to list most of them, indicating that new titles were given to the features. These are mainly Westerns.

Stars who appear in the Unity group, some of whom have not been seen on television before, include Gary Cooper, Vivien Leigh, Stewart Granger, John Wayne, Paulette Goddard, Ray Milland, Ralph Richardson, Ann Sheridan, Randolph Scott, Michael Wilding, Phyllis Calvert, Burgess Meredith, Robert Young, Marilyn Monroe, Jeff Chandler, Robert Cummings, Alan Ladd, Cesar Romero, Arleen Whelan, Boris Karloff, Bela Lugosi, J. Carrol Naish, Lynn Bari, Marsha Hunt, Buster Crabbe, Patricia Roc, Marguerite Chapman, William Eythe, Paul Kelly, James Mason, Kent Taylor, William Gargan and Jerome Cowan.

Exchange Strike

(Continued from page 1)

the strike move at a meeting Monday night and a letter was sent immediately to IATSE headquarters.

Walsh received the letter yesterday, but he could not be reached for comment on whether he would approve the action.

The strike threat stems from an impasse reached in the negotiations for a new contract for the exchange workers.

Meanwhile, the distributors' exchange operations committee has closed new pacts with approximately 50 per cent of the regional unions in exchange cities, calling for average wage increases of \$4 a week.

6 More Suits

(Continued from page 1)

ly the same in its charges, that of favoring large circuit theatres over the plaintiff's houses on runs and clearances. The Raygold Amusement Corp., operating the Rialto Theatre in Newark, asks \$4,500,000, while the Newray Realty Co., which owns the property, asks \$750,000. Cornston Corp., which operates the Garden Theatre in Paterson, N. J., seeks \$3,000,000. The Raystoria Theatre Corp., operating the Strand in Astoria, L. I., also seeks \$3,000,000. Queen Ann Amusement Enterprises asks \$3,600,000 on behalf of its Queen Ann Theatre in Bogota, N. J. The Raygota Theatre Corp., which operated the Queen Ann from 1941 to 1951, asks \$3,000,000. The Raydale Theatre Corp., which claims it was forced to retire from the operation of the Rosedale Theatre in the Bronx, asks \$1,500,000.

Earlier this month, Skouras Theatres filed actions totalling \$101,187,503. Two other suits were brought last week for \$3,600,000.

Chicago House Reopens

CHICAGO, June 9.—The White Palace Theatre here, formerly owned by S. Roberts and closed since last summer, has been bought by Enos Guanaquato and will reopen Friday as the San Luis.

Ralph Lawlor's new drive-in outside Kankakee will open July 1.

The Kerasotes theatre circuit and James R. Estes are each building a drive-in outside of Rantoul, home of Chanute Field (Army air base), with both on the verge of completion. The Kerasotes circuit operates the conventional theatre in Rantoul.

Toledo Drive-in Opens

TOLEDO, June 9.—Officials of the city as well as film industry executives attended the opening of the new 1,000-car Jesse James Drive-in operated by Jack Armstrong, Ernest Walter and Harold James.

Big Production Spurt on Coast

HOLLYWOOD, June 9.—With an increase of five points, the production chart certainly took a leap in the right direction, for a total of 24 pictures in work. Ten new pictures were started and five were completed.

Started were: "Deputy Marshal" and "Fighter Attack," Allied Artists; "The Caine Mutiny" (Kramer Company), Columbia; "Rage Of The Jungle" (Alpine Productions, RKO-Radio release), "Go, Man, Go!" (Alfred Palca Enterprises) and "Marry Me Again" (Alex Gottlieb), Independent; "Flame and the Flesh," Metro-Goldwyn-Mayer; "Knock On Wood," Paramount; "Border River" and "The Glenn Miller Story," Universal-International.

Completed were: "Northern Patrol" (Lindsley Parsons) and "Clipped Wings," Allied Artists; "Fury in the Jungle" (Ben Bogea), Independent; "Torch Song" and "Fort Bravo," Metro-Goldwyn-Mayer.

Jefferson Amusement Orders CinemaScope

Swelling the total of theatres equipping with CinemaScope, the Jefferson Amusement Co. of Beaumont, Texas, has applied for 13 installations, 20th Century-Fox reports.

The order covers the following Texas situations: Jefferson, Beaumont; Strand, Port Arthur; Strand, Orange; Brunson, Baytown; Pines, Lufkin; Main, Nacogdoches; Strand, Henderson; Paramount, Marshall; Arlyne, Longview; Crim, Kilgore; Gregg, Gladewater; Palace, Jacksonville, and the Neches at Port Neches.

Winds Blow Down Tokarz's Theatre

CHICAGO, June 9.—The 500-seat Holiday Theatre at Round Lake was virtually demolished by a high wind that caused the concrete block walls to collapse. The Holiday, operated by Ted Tokarz, was closed at the time; there are no matinees during the week. The accident occurred at the worst possible time of the year, Round Lake being a summer resort and there is a tremendous influx of summer residents starting about mid-June. It is the only theatre in Round Lake.

IMPDA Registers N.Y. Certificate

Albany, N. Y., June 9.—The newly-formed Independent Motion Picture Distributors Association of America, New York, has registered a business certificate under the membership clause of the New York State corporation law.

Among cited purposes of the organization are the encouragement of "free enterprise in the distribution, production and exhibition of motion pictures, to oppose any unlawful attempts to restrict free enterprise and competition" and to advance films as an art form and as a medium of communication and entertainment.

The Management of the

VICTORIA THEATRE

wishes to extend its sincere

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GET READY FOR BOOM-TIME SUMMER BUSINESS!



Cary Grant's Funniest Comedy! "DREAM WIFE"

Hilarious Cary acquires an Oriental dancer skilled in love technique, but an American gal is quick in the clinches. Both gals are gorgeous.



Cary Grant • Deborah Kerr • Walter Pidgeon
Betta St. John • Buddy Baer • Eduard Franz

A Great Star-Studded Entertainment! "THE STORY OF 3 LOVES"

(Technicolor)

Acclaimed at Radio City Music Hall, it packs the kind of excitement, heartbeat and romance the public loves. Solid star-power!



Pier Angeli • Ethel Barrymore • Leslie Caron
Kirk Douglas • Farley Granger • James Mason
Agnes Moorehead • Moira Shearer

THE FIRST 3-D WESTERN!

Exciting "ARENA" Color!

Photographed in Ansco Color! Print by Technicolor! No 3-D picture has ever projected such beautiful girls as in this drama of dangerous lives in the Wild West.



Gig Young • Jean Hagen • Polly Bergen • Henry Morgan • Barbara Lawrence • Robert Horton



Esther Williams • Fernando Lamas • Jack Carson • Charlotte Greenwood • Denise Darcel William Demarest • Donna Corcoran



Leslie Caron • Mel Ferrer • Jean Pierre Aumont Zsa Zsa Gabor • Kurt Kasznar



Robert Taylor • Ava Gardner • Howard Keel Anthony Quinn • Kurt Kasznar

"MAIN STREET TO BROADWAY"

Tallulah Bankhead • Ethel Barrymore
Lionel Barrymore • Gertrude Berg
Shirley Booth • Louis Calhern • Leo
Durocher • Faye Emerson • Oscar
Hammerstein II • Rex Harrison • Helen
Hayes • Joshua Logan • Mary Martin
Agnes Moorehead • Lilli Palmer
Richard Rodgers • Herb Shriner
John Van Druten • Cornel Wilde
with Tom Morton • Mary Murphy



Fred Astaire • Cyd Charisse • Oscar Levant
Nanette Fabray • Jack Buchanan • James
Mitchell



Lana Turner • Ricardo Montalban • John Lund
Louis Calhern • Jean Hagen • Eduard Franz

The Perfect Summer Technicolor Musical!

"DANGEROUS WHEN WET"

The New Esther Williams musical is just what they want in fun, beauty and torrid romance. The million-dollar mermaid does it again.

— ★ —

4th Month on Broadway! The Award Picture!

"LILI"

(Technicolor)

Longest run hit in New York, it has already proved itself in key engagements nationwide. Technicolor musical enchantment that's sure-fire.

— ★ —

A BIG Drama of The Beauty and The Outlaw!

"RIDE, VAQUERO!"

Photographed in Ansco color! Print by Technicolor! Ava Gardner is sensational as the wife of the rancher who falls for a desperado played by Robert Taylor. It's BIG in spectacle and outdoor ACTION.

— ★ —

Greatest Star-Attraction of All Time!

"MAIN STREET TO BROADWAY"

A love story of show business. More big names than ever before and their real-life roles are played by the Stars themselves.

— ★ —

The TOPS since famed "American In Paris"!

"THE BAND WAGON"

(Technicolor)

It is the talk of Hollywood. Every Preview adds assurance that M-G-M has another GREAT attraction in its finest musical tradition.

— ★ —

Tropical Passions in a Big Musical Romance!

"LATIN LOVERS"

(Technicolor)

You've never seen luscious Lana in a role so sizzling as in this racy, deluxe musical of romantic Rio and the gay lives of latin lovers.

("MOGAMBO" means "The Greatest!")

SWG Notice

From SCREEN WRITERS GUILD, 8782 Sunset Boulevard, Los Angeles 46, California

RULE REGULATING ADVERTISING REVOKED!

At a special membership meeting on April 22nd last the Executive Board announced the amicable settlement of the controversy concerning the Guild's Working Rule regulating advertising by writers. At the same time the Board was authorized to repeal this rule #21 at its discretion.

The necessary papers have now been signed; Daily Variety's lawsuit has been withdrawn; the Code of Working Rules is now in effect; and members are free to advertise, subject to the protection of the Code, which reads as follows:

"The Screen Writers' Guild and the consenting trade publications condemn the following practices as unfair:

1. Slanting reviews on account of advertising, or retaliating against a writer for failure to advertise.
2. Using pressure from a writer's employer to get advertising.
3. Engaging in any harrassing practices, such as making repeated solicitations, asking for chain advertising, or soliciting an advertisement in connection with a particular picture before the picture has been previewed.

The consenting trade publications will instruct their staffs to refrain from engaging in any of the above practices."

Attached are copies of letters from trade publications (others are being received) covering their compliance with this Code, which it is anticipated will prevent oppressive practices while still permitting members who wish to do so to publicize their credits, awards and accomplishments.

The Board is confident that writers will make conservative and dignified use of advertisements and will avoid publicity which would lower the prestige of the writing profession.

Complaints with reference to violations of the Code should first be submitted to the Guild for examination. Arbitration will be available in aggravated cases. If experience proves it advisable, the Guild will reconsider its repeal of the advertising rule.

June 8, 1953

EXECUTIVE BOARD
Screen Writers' Guild

National Pre-Selling

"SPLIT SECOND" is a gangster drama played out in a Nevada desert under the threat of nuclear fission. Directed by Dick Powell, "Split Second," works up a creditable degree of suspense as the clock ticks on the zero hour at dawn. When the sun is blotted out by a blinding flash. The "bad people" are blown to smithereens and the good ones saved by a providential descent into a lead mine." This is the opinion of *Life's* movie department, appearing in the current issue. Eight photographs, including one full-page picture, taken during the filming of the movie are used to illustrate the review.

A full color page ad on "Young Bess" appears in the current issue of *Look*.

The Italian star, Gina Lollobrigida, who plays opposite Errol Flynn in "Crossed Swords," is "profiled" in American Weekly of June 7. Gina is also storied in "Fanfan the Tulip," now playing here at the Fine Arts Theatre.

Fifteen production photographs illustrating reviews of "All I Desire," "Julius Caesar," "The Girl Next Door," "The Cruel Sea," "Man on a Tightrope" and "Never Let Me Go," appear in the July issue of *Woman's Home Companion*. The *Companion* circulation figures for the first quarter of 1953 are 4,545,000.

"Young Bess," "Scared Stiff," "It Happens Every Thursday," "Titanic" and "Take Me to Town" are recommended by Ruth Harberth in the July issue of *Good Housekeeping*.

Dick Powell, whose first directing assignment was "Split Second," will continue to direct, reports Louello Parsons in Pictorial Review of June 7.

Marilyn Monroe, who is starred in "Gentlemen Prefer Blondes" and "How To Marry A Millionaire," gets a personality salute in the July issue of *Esquire*, on the newsstands today.

Bennett Cerf is the story's author. Eight pages are devoted to pictures taken of Marilyn during the filming of her latest movies soon to be released.

Erskine Johnson in Photoplay's June issue, says his definition of 3-D films is "A new movie process that will make Katharine Hepburn look like Jane Russell."

"Glory At Sea," Souvaine Selective Pictures release, is reviewed in the June issue of *Seventeen*. It had its premiere here at the Beekman Theatre.

WALTER HAAS

Wolf Leaving E. M. Loew

BOSTON, June 9. — Frank J. Wolf who has been office manager for various film companies here for 31 years, has resigned as executive assistant to E. M. Loew of E. M. Loew Theatres to move to the West Coast. For 15 years he was office manager here of National Screen Service. He has no immediate plans for business connections on the Coast. His resignation will be effective July 30.

Msgr. Masterson

(Continued from page 1)

diocese of New York in June, 1935. He is survived by a brother, Frank, of this city, and a sister, Mrs. Anne Kelly, of Poughkeepsie, N. Y.

He was named assistant executive secretary of the Legion of Decency in 1943. During the late war he was named Navy chaplain in the United States Marines and served three years in the South Pacific. Following wartime service he returned to his post with the Legion and in 1948 he was appointed executive secretary. He was a vice-president of the International Catholic Office of the Cinema, whose headquarters is in Brussels, Belgium. He was a member of the College of Experts of the Pontifical Commission for Cinematography. He was named Papal Chamberlain, with the title of Very Reverend Monsignor, by Pope Pius XII, in 1952.

A Solemn Pontifical Requiem Mass will be celebrated at 11 A.M. Friday, at St. Ann's Church, 110 East 12th Street, New York City.

Indonesia

(Continued from page 1)

American companies will be remitted immediately at the official rate of exchange. The amount immediately remittable under this provision is \$700,000, it was stated. Another \$400,000 is due from earnings for the first three months of this year, it was added.

The terms provide that the remaining 50 per cent in blocked earnings will be brought out in installments over a five-year period. Remittances of current earnings, under the settlement, represents 50 per cent of the gross, after taxes are deducted. The latter clause relating to remittances of current earnings will rule future earnings under the tentative agreement.

The new two-year pact is viewed by the American industry as a considerable improvement over the old agreement.

Cass Promoted

(Continued from page 1)

came manager of both the Vancouver and Calgary offices.

Succeeding Cass as manager at Montreal is William Guss, promoted from Calgary. Guss has been with the organization since 1928 when he joined Regal at St. John. In 1940 he was transferred to Montreal. He was transferred to Toronto as a salesman and in 1934 was appointed manager at Calgary.

Successor to Guss as manager at Calgary will be Albert Genaske, formerly office manager-salesman. Genaske has been with M-G-M since 1943 when he started at Winnipeg. He was promoted to salesman at Calgary in 1944.

To Install Large-Screen

CLEVELAND, June 9.—Installation of a 56-by-24-foot RCA screen and stereophonic sound will be started here shortly at the RKO Palace, it has been revealed by Max Mink, manager.

In New Md. Censor Post

BALTIMORE, June 9.—Mrs. Eva Holland, formerly a censor with the Maryland Board of Censors, is now supervisor of inspectors and film reviewers for the board.

Ford Show to Use Clips from Films

Clips from 18 motion pictures will be used in conjunction with the Ford 50th Anniversary Show, to be telecast Monday on NBC and CBS-TV networks, from 9:00 to 11:00 P.M., EDT, it was disclosed here yesterday.

The clips will be used as part of a historical cavalcade of the past 50 years.

9 Films Here

(Continued from page 1)

with Dane Clark, Sidney Poitier and Pat Breslin in principal roles.

Palca, Leader and Howe said they decided to move East for their shooting schedules because of high Hollywood costs, declaring that New York has the facilities for adequate production.

A certificate of appreciation will be presented to the producers and Howe, the director, in Mayor Impellitteri's office today, for making a picture in New York.

TV License to FP-C

TORONTO, June 9.—Famous Players-Canadian Corp., in partnership with a group at Kitchener, Ont., has been granted a license for television broadcasting on Channel 13. The channel has been transferred by the Canadian Broadcasting Corp. from Hamilton, Ontario, to Kitchener, in the same province.

Reorganizing NPA Film, Other Units

WASHINGTON, June 9.—The National Production Authority, including the film division, will be reorganized as a "business services administration," still under the Commerce Department, Commerce Secretary Weeks declared today.

He said the unit would serve to provide industry with information about the government, would act as the voice-of-industry in the executive branch and before Congress, and would carry out whatever metal rationing and priority functions remain after June 30.

The present program of industry advisory committees will also be continued, Weeks stated.

Most of the present NPA personnel came originally from industry sections of the Bureau of Foreign and Domestic Commerce in the Commerce Department. Weeks' announcement in essence returns the industry divisions to their old functions, along with whatever is left of the job they were doing during the mobilization period.

The new set-up will also carry on the present program of developing mobilization and post-attack programs for all industries, Weeks said.

'5000 Fingers' Premiere

"The 5000 Fingers of Dr. T.," Stanley Kramer musical, will have its world premiere at the Criterion Theatre here on Friday, June 19. The Columbia release will be exhibited on the Criterion's new wide-screen and stereophonic sound system.



A Paramount Picture that's "a big grosser with tremendous suspense."
—Hollywood Reporter

Not so MERRY- GO-ROUND



If the MERRY-GO-ROUND of High Prices has you spinning, these daze . . . here's the reason.

The Bureau of Labor Statistics has recorded a 90.8% increase in your cost of *living* from 1939 to 1952 . . . with such items as FOOD, FUEL, RENT and APPAREL leading the way. The Exhibitors Digest reports that from 1940 to 1952 the cost of your *theatre equipment and supplies* zoomed upward 98.9% . . . highlighted by such typical increases as PROJECTION EQUIPMENT . . . 115%; MARQUEE LETTERS . . . 126%; SEATS . . . 143%.

BUT you'll catch the one *gold ring* on this carousel of *increased costs* when you note the *negligible increase*, IF ANY, you've received from NSS during these same years of *spiraling expenses*.

COMPARE all your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby.



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 73. NO. 113

NEW YORK, U. S. A., THURSDAY, JUNE 11, 1953

TEN CENTS

MPAA Global Plan May Rest On Trade Pact

Sees Way Paved If Act Gets Official Extension

The success of the Motion Picture Association of America's plan to set up global offices depends to a large measure on the extension of the Reciprocal Trade Agreements Act for one year, an MPAA executive said here yesterday. It was pointed out that the U. S. cannot expect to bring dollars back from foreign countries unless foreign countries are given an opportunity to earn dollars over here. The MPAA has advocated the extension of the act for some time.

The plan to establish offices in strategic points on a worldwide basis in an effort to maintain foreign markets has been under consideration by the MPAA for a long time. The way for the project probably will be paved with the passage of the extension proposal, which has been approved by the House Ways and Means Committee

(Continued on page 4)

3 CinemaScope Shows Abroad

A third showing in Paris has been added to the two demonstrations of CinemaScope already scheduled in the French capital, it was disclosed here yesterday by 20th Century-Fox. The first two will be held June 18 and 19, the third on Saturday, June 20, the latter to accommodate additional trade and press guests. All will be held at the Cinema Rex.

Leading executives, representing

(Continued on page 4)

Mexicans Cut Pay Hike Demand to 10%

MEXICO CITY, June 10.—U. S. distributors in Mexico are said to be gratified by the National Cinematographic Industry Workers Union suddenly reducing to a flat 10 per cent its demand for a 50 per cent wage increase plus an extra day of vacation. The demand heralded the bi-annual revision in September of the

(Continued on page 4)

Finds Vistarama Show In Theatre Impressive

By MURRAY HOROWITZ

Vistarama, the anamorphic lens process, was unveiled here yesterday and the results were impressive. Utilized for the demonstration at the RKO 86th Street were two screens, one for a 16mm. show and the other for a 35mm. demonstration. Both screens, incidentally, were in the 1 to 2.66 screen aspect ratio, the ratio used by 20th Century-Fox's CinemaScope process before it had been changed to 1 to 2.55 in order to accommodate the stereophonic sound track.

June 25 Meet To Aid JDA

Executives in the amusement industry will meet on Thursday, June 25, at the Hotel Astor here to plan industry-wide support of the 1953 Joint Defense Appeal campaign, it was disclosed here yesterday by William German, president of W. J. German, Inc., and chairman of the JDA division.

The amusement industry will help JDA raise New York's share of the \$5,000,000 necessary to support the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

"This will be our second organizational meeting to decide on our best

(Continued on page 6)

Puppet Film in 3-D Made by Ramsdell

Floyd Ramsdell yesterday completed shooting the first theatrical subject using his 35mm. three-dimensional camera at the Fletcher Smith Studios in New York. The subject is a one-reel comedy titled "Foodini in Four Dimensions," featuring the Bunin puppets that are well known to television audiences. The short is the first of a

(Continued on page 6)

'Queen' to Draw Big \$22,000 at Guild

The 450-seat Guild Theatre expects to gross a record \$22,000 for the first week of "A Queen Is Crowned," it was estimated here yesterday on the basis of the land-office business registered in the first four days.

In order to accommodate the crowds, the Guild has launched extra showings in the morning and evening, increasing the number of performances per day to 10.

The films for both the 16mm. and 35mm. demonstrations, were made in Eastman color and consisted of outdoor scenes, such as car races, boats in the harbor, cars on the highway and girls swimming. In the 35mm. test, sound was not used due to the rush to get the films ready, it was stated. In both demonstrations, the span of the film was exciting, the projection was clear and the color excellent.

The 35mm. film was projected on the 50 feet wide and 22 feet high Miracle Mirror Screen, the same screen used in the recent demonstration of 20th-Fox's CinemaScope process. For 16mm. projection, a screen

(Continued on page 6)

Fabian, Schine Eye Upstate TV Channels

ALBANY, N. Y., June 10.—Interests of Fabian Theatres will have 50 per cent ownership of Radio Station WTRY in Troy and a 50 per cent interest in the Van Curler Broadcasting Corp. as the sole applicant for UHF TV Channel 35 in Schenectady, while the Schine circuit, controlling Patroon Broadcasting Corp. will be unopposed in its bid for Channel 23 in Troy, if the Federal Communications Commission agrees. The plan has been drawn by Van Curler, Patroon, Troy Broadcasting

(Continued on page 6)

Wilschke Launches Sound Clinic Series

E. O. Wilschke, operating manager of Altec Service Corp., will inaugurate the first of a series of stereophonic sound clinics during the CinemaScope demonstration to be given today at the Malco Theatre in Memphis.

Wilschke has dispatched Altec headquarters engineers F. J. Pfeiff and Martin Bender to Memphis, where, in behalf of 20th Century-Fox, they will have complete charge of all techni-

(Continued on page 2)

Loew's, S-W to Put New Media In Key Houses

Join Other Circuits in Plans for Transition

Loew's and Stanley Warner have joined other major exhibition companies in disclosing a policy of equipping as many key theatres as possible with new technological advances pertaining to 3-D, wide screen and stereophonic sound.

The disclosure came on the heels of an announcement by RKO Theatres that it plans to equip its entire circuit with various types of wide screens by this fall. The RKO circuit has already equipped all of its theatres for 3-D projection.

A Loew's spokesman said the company is keeping up with all developments, pointing out the installation of a large screen at Loew's State for "Thunder Bay." In key Loew's situations, he added, similar large screens, in addition to stereophonic sound, will be installed or are in the process of installation. The changeover for 3-D projection, it was pointed out, is comparatively nominal in cost and does

(Continued on page 2)

U-I Newsreel In Wide-Screen

Universal-International is now producing its newsreel so that it can be presented on wide-screen, with the Criterion Theatre in New York becoming the first regular customer for the new edition, reports Irving Sochin, U-I short subjects sales manager.

Tom Mead, producer of U-I Newsreel, is said to be giving special attention to wide-screen requirements in the make-up of the two weekly editions of the reel, using only material which lends itself to large-screen treatment.

Rosenfield Leaves For Rome Confabs

Jonas Rosenfield, Jr., public relations director of Italian Films Export, and IFE Releasing Corporation's vice-president in charge of advertising-publicity, left here by plane yesterday on his annual trip to Rome.

Conferences have been scheduled for

(Continued on page 6)

Personal Mention

ROBERT K. HAWKINSON, RKO Radio assistant foreign manager, left here last night by plane for Mexico City.

JACK OCHS, associated with his father, **HERBERT OCHS**, in the operation of drive-in theatres in Canada, is the father of a third son, **SCOTT ROGER**, born to his wife last weekend.

LOU LEVITT, projectionist at the Center-Mayfield Theatre, Cleveland, and father of **JIM LEVITT**, U-I city salesman there, is under treatment at Mt. Sinai Hospital.

FRANK MURPHY, Loew's Theatres division manager in Cleveland, was guest speaker at the 8th District meeting of the IATSE and MPOA held in Toledo.

SIDNEY KRAMER, RKO Radio short subjects sales manager, and **ARTHUR GOOD**, manager of the 16mm. department, are in Cleveland from New York.

MOLLY WEISS, wife of **HARRY WEISS**, RKO Radio salesman in Cleveland, is recuperating at Mt. Sinai Hospital there from a heart attack.

RUDY BERGER, M-G-M Southern sales manager, is in Charlotte subbing for **JACQUES C. REVILLE**, resident manager, who is hospitalized.

EMERY AUSTIN, M-G-M exploitation manager, is in Los Angeles from New York. He will go to San Francisco before returning here.

J. ROBERT RUBIN, M-G-M vice-president and general counsel, is in Paris before leaving for Rome and Switzerland.

HOWARD STRICKLING, M-G-M studio publicity head, will arrive in New York today from the Coast.

TAY GARNETT, director, will sail for Europe today aboard the *S.S. Ile de France*.

'Space' at State June 17

"It Came from Outer Space," first 3-D picture from Universal-International, will open at Loew's State here on June 17. The new full-stage screen and stereophonic sound then will be in operation.

Tennessee House Burns

SOMERVILLE, Tenn., June 10.—Somerville's only theatre has been destroyed by fire. Loss is estimated at between \$50,000 and \$75,000. **N. B. Fair**, owner, will rebuild.

'Moon' Opens on July 9

"The Moon Is Blue" will open simultaneously at the Victoria and Sutton theatres in New York on Thursday, July 9.

Chicago Hopes Dim For Ticket-Tax End

CHICAGO, June 10.—Hopes for repeal of Chicago's three per cent amusement tax, promised by Mayor Kennelly if the city found ways to raise substantial additional revenue, are dim following defeat by the state legislature of a proposal to allow cities to levy a one-half-cent sales tax without a referendum.

With the measure, sponsored by the Democrats, was a Republican proposal to allow cities to impose a one-cent-per-package cigarette tax, but the cigarette bill would raise only about seven million dollars per year in Chicago as compared with over twenty million from the defeated sales tax bill.

Equipment an Issue In Pickwick Transfer

CHICAGO, June 10.—Seymour Simon, attorney acting on behalf of George E. Phillips, owner of the Pickwick Theatre, Park Ridge, Ill., has obtained a preliminary injunction against H. & E. Balaban to prevent them from removing any equipment from the theatre on which their lease expires June 14, except clothing, currency, food, tickets, and books and records.

Transfer on June 15

Phillips and the Balaban circuit both claim ownership of the equipment and Phillips' son-in-law, Ronald Kuhlman, will take over the theatre on June 15 with Van A. Nomikos, vice-president of Allied Theatres of Illinois, acting in capacity of booker and buyer.

The injunction was entered by Judge Daniel Roberts of the Illinois Circuit Court. The Balaban circuit controls another theatre, the Ridge, now closed, in Park Ridge.

Early Runs Granted Minnesota Drive-in

MINNEAPOLIS, June 10.—Leo Aved, operator of the Navarre, Minn. drive-in theatre, scheduled to open tomorrow, has reached an agreement with RKO Radio whereby he will obtain two pictures approximately 20 days ahead of scheduled availability. The films are "Split Second" and "Hitch Hiker." The Aved drive-in is 25 miles from the Minneapolis Loop. It will have accommodations for 535 cars and 336 "foot" patrons.

Fay Dressell, RKO branch manager, in commenting on the agreement, stated that early runs are not necessarily a general policy, thereby averting what might have been a wide-open contest for earlier runs in the area.

'Tempo' 'Plugs' Films

Tempo Magazine, new pocket-size news weekly, selects 20th Century-Fox's "Man on a Tightrope" as its "Movie-of-the-Week," and devotes a cover and a four-page feature with pictures to Hollywood in its June 15 issue on sale today.

Loew's, S-W

(Continued from page 1)

not present as large an investment problem.

Similar sentiments on company policy were expressed by a spokesman for the Stanley Warner circuit. He pointed out that with the technological field in its present state of transition, it would be foolhardy to install any one system in each theatre of the circuit. How a picture and a system does in a key situation, he indicated, will affect the company's installation plans for other theatres.

Silent Regarding Cost

Neither Loew's or Stanley Warner officials would estimate the possible expenditure in converting their theatres to the new systems currently on the market, explaining it would be no more than "a guess" at this stage.

Similar plans to equip key situations with new screen and sound techniques have been disclosed previously by RKO Theatres and American Broadcasting-Paramount Theatres.

Wilschke Launches

(Continued from page 1)

cal details concerning the Cinema-Scope showing. Pfeiff and Bender will also preside over a stereophonic sound clinic for all members of Altec's engineering staff in the Memphis area. Wilschke believes the clinics will be a general industry service.

New Media at AB-PT Buffalo Theatres

BUFFALO, June 10.—Harry Rubin, AB-PT projection chief, is in town from New York supervising the installation of the full-stage screen and the new stereophonic sound at the Paramount, where both will be inaugurated tomorrow night with a Hollywood-type premiere of "Shane."

Three-dimension equipment is being installed in two AB-PT community houses, the Seneca and Niagara. "House of Wax" and the 3-D fight films (Walcott-Marciano) will open Saturday at the Seneca and next week at the Niagara.

Five N. Y. Companies File Albany Papers

ALBANY, N. Y., June 10.—Five companies have filed here to conduct motion picture or sound equipment business in this state.

Herb Jacobs Associates has registered a certificate to operate as motion picture producers in New York, while F. & G. Pictures Corp., has filed for authorization to conduct a general motion picture business in the state.

Pespect-A-Sound, Inc. has filed papers to conduct a sound equipment business in the state.

Himalaya Pictures Corp. and Phoenix Films, Inc., each has registered a certificate to conduct a motion picture business in New York.

Six from Lippert In June and July

HOLLYWOOD, June 10.—Six releases in June and July are scheduled by Lippert Pictures, which also has four features currently in cutting rooms.

June releases are "Twilight Women," Romulus drama; "Johnny the Giant Killer," full-length color in Technicolor cartoon, and "Ghost Ship," presented by Herman Cohen. Set for July are "The Great Jesse James Raid," in Ansco color; "Spaceways," science-fiction film starring Howard Duff, and "Eyes of the Jungle," Jon Hall feature.

MGM Denies Sale of Any Films to TV

An M-G-M spokesman yesterday denied a report published yesterday in *MOTION PICTURE DAILY* that any of its product was included in the package of 80 features acquired by Unity Television Corp. for release to TV stations. The misunderstanding occurred when it was noted that one of the pictures listed in the group was "Anna Karenina." This picture has been produced on three different occasions, but the one included in the Unity package is not the one made by M-G-M. The spokesman added that no M-G-M pictures have been sold to television and none are available for TV.

Hearing to Dismiss 306 Suit Extended

A hearing on a motion by New York defendant exhibitors to dismiss the \$3,225,000 suit brought by Local 306 of the projectionists' union was extended yesterday to July 10. The defendants filed a motion to dismiss on May 21 and a hearing was set for yesterday.

The action was brought several months ago by the union for alleged unpaid overtime. The exhibitors claim that the plaintiffs had no grounds to sue and that the complaint did not contain sufficient cause of action.

'Hondo' Starting with New W. B. Camera

HOLLYWOOD, June 10.—"Hondo," starring John Wayne, will start production immediately in Camargo, Mexico, as the first motion picture to be filmed with Warner's new all-media camera. Presenting Wayne in his first three-dimensional picture, "Hondo" also will be filmed in WarnerColor and with WarnerPhonic sound.

Dividends Declared On AB-PT Stocks

Dividends on the preferred and common stocks of American Broadcasting-Paramount Theatres were declared here yesterday by the board of directors, it was announced by president Leonard H. Goldenson.

A 25-cent dividend was declared on each of the stocks, payable July 20 to stockholders of record on June 26.

In every language,

in every situation,
in key dates, suburban
dates, subsequent runs
and small towns

HOUSE OF WAX

is blazing the way for
the new 3D history
that Warner Bros.
will make next month
with

THE CHARGE AT FEATHER RIVER

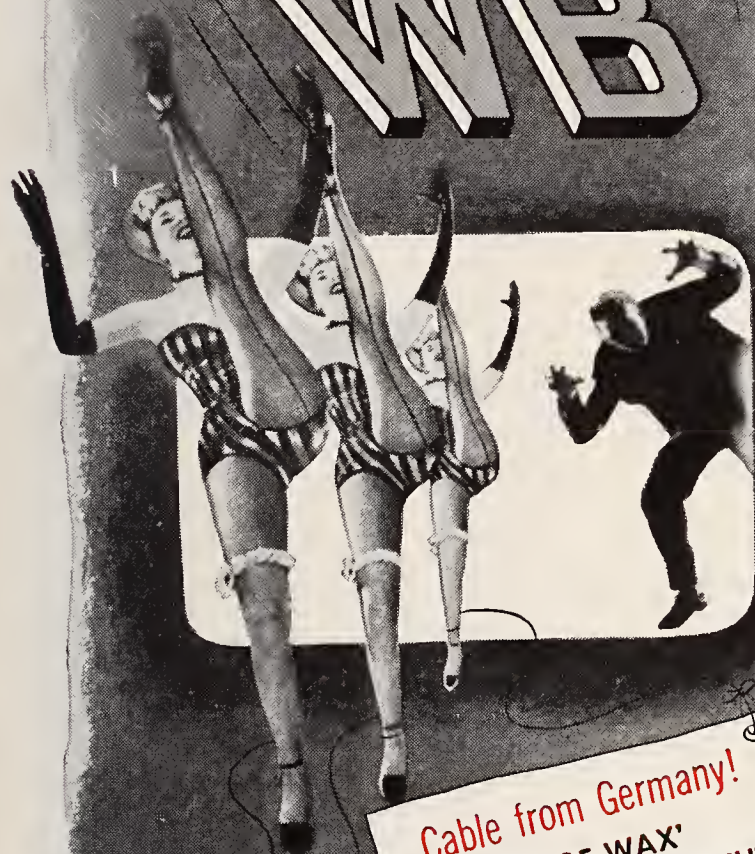
WARNERPHONIC SOUND!

WARNERCOLOR!

NATURAL VISION 3 DIMENSION

THIS PICTURE ALSO CAN
BE EXHIBITED IN 3-D
ON WIDE OR
GIANT SCREENS!

3D WB



Wire from Puerto Rico!

"FIRST LATIN AMERICAN
ENGAGEMENT
'HOUSE OF WAX'
ESTABLISHED
ALL-TIME RECORD"

Cable from Germany!

"'HOUSE OF WAX'
BERLIN AND FRANKFURT
SENSATIONAL SUCCESS
100% SELLOUT STOP
NEWSPAPERS HAIL
EVENT COMPARABLE
FIRST TALKIE"

Cable from Denmark!

"'WAX' COPENHAGEN
ABSOLUTE CAPACITY
AND RECORD RUN
ASSURED"

Report from London!

"FIVE WEEK TOTAL
ALL-TIME RECORD"

From the
LONDON
OBSERVER:

"I think it
will pack
the theatre
all through
the coronation summer!"



Global Plan

(Continued from page 1)

and will go to the House for a vote on Monday, with speedy Senate action expected.

The constructive effect of American films abroad has been preached by the industry for many years and the campaign also has been carried on by groups outside the industry and those associated with it directly and indirectly. One of the most recent arguments was offered by Mrs. Dean Gray Edwards, national motion picture chairman of the General Federation of Women's Clubs, in a speech at the organization's convention in Washington last month.

Mrs. Edwards said that on a mission for the Federation overseas, she made it a point to talk with everyone she met in regard to the alleged criticism of American pictures which go to other countries. She said she talked with elevator boys, office workers, sales clerks and even Queen Juliana.

"I found," said Mrs. Edwards, "without exception that they all loved our pictures. They did not think they over-glamorized us or showed us as a nation of idiots and gangsters, but they seemed to understand that for entertainment purposes you must take some liberties with life; otherwise, pictures would not entertain."

Mrs. Edwards declared that as far as she could see "the criticism of our pictures abroad all came from people who had recently crossed the Atlantic and I came home very well satisfied with the job our American motion pictures are doing in interpreting democracy to the rest of the world."

CinemaScope Shows

(Continued from page 1)

Continental production, distribution and exhibition will view the demonstrations. Prof. Henri Chretien, inventor of the CinemaScope process, will go from Nice to the showings.

Spyros P. Skouras, president of 20th Century-Fox, will hold conferences with European theatremen. Participating in these discussions will be Murray Silverstone, president of 20th Century-Fox International Corp.; Earl I. Sponable, research chief, and Albert Cornfield, managing director in Europe.

Mexicans

(Continued from page 1)

employees' collective labor contract. Conversations to peacefully settle the issue are now being held by the union with the eight major distributors and Eagle-Lion and Republic. Trade understanding is that the Americans will grant the pay hike although they are making less money because of the 46-cent theatre admission price ceiling here.

The union is demanding a 12 per cent pay hike from Mexican distributors with the threat of a strike unless it is granted.

Col. to Shoot Here

With George Cukor directing, Columbia will start shooting "A Name for Herself," starring Judy Holliday, in New York on June 22. The picture will be made for wide-screen and standard projection. Jack Etra, New York cameraman, and Charles Lang of Hollywood will be in charge of photography.

Reviews

"Francis Covers the Big Town"

(Universal International)

FRANCIS, "the talking mule" will not let his followers down in this release, which places him and Donald O'Connor in a number of outlandish situations. An audience which will "swallow" a mule testifying at a murder trial will find "Francis Covers the Big Town" amusing. That there is such an audience is testified to by the success of other Francis pictures.

O'Connor, as a brash youngster eager to make his way as a reporter in the big town, arrives in New York accompanied by his pal, Francis, the knowing mule. They prove to be an unbeatable combination. As soon as O'Connor lands a job as general handy man and copy boy on a big city newspaper, Francis, supplies him with sensational news tips. The mule, for the audience's information, gets these tips by fraternizing with police horses. Of course, the mule talks horse-language, too.

The unacceptance by the world-at-large of the possibility of a mule being able to talk leads to all sorts of complications. One of the funniest is the examination of O'Connor by a group of psychiatrists. The scoops tipped to O'Connor by Francis paves O'Connor's rise to newspaper fame. It is at O'Connor's height that he becomes involved in a murder, of which he is erroneously accused. Francis comes to his rescue and aids in unmasking the real culprit. Supplying the love interest are Yvette Dugay, a charming, attractive girl, and Nancy Guild, a sophisticated gossip columnist.

Others in the cast are Gene Lockhart, Larry Gates, Silvio Minciotti, Lowell Gilmore and William Harrigan. Leonard Goldstein produced and Arthur Lubin directed, from a screenplay written by Oscar Brodney, based on the character, "Francis," created by David Stern.

Running time, 86 minutes. General audience classification. For July release. MURRAY HOROWITZ

"City That Never Sleeps"

(Republic)

THE goings-on in a big city between sunset and sunrise form the background for this resourcefully-made production which has enough interest and variation to keep audiences absorbed. It is told in a sort of kaleidoscope, swinging from penthouses to slums and from cops to chorines and killers. Although the narrative components have a familiar pattern, they do not distract from the stirring incidents.

Gig Young plays a cop who is bored with his job and frustrated with its lack of reward. At the same time he is entertaining thoughts of leaving his wife, Paula Raymond, to run off with a honky-tonk dancer, Mala Powers. In the meantime Edward Arnold, a successful lawyer who operates on the shady side, is pressured by a smooth hoodlum who has been of some use from time to time. To complicate matters, Arnold's wife, Marie Windsor, is in love with the hoodlum, William Talman.

The Steve Fisher screenplay stirs these ingredients into a turbulent brew of murder, emotional cross currents and adventure.

As it develops, Young finds himself in pursuit of Talman after the latter goes on a murder rampage. The chase makes for some exciting footage which reaches its climax in a gripping struggle. As the dawn breaks, Young is a murderer-capturing hero and also a man of a changed and happier outlook.

Others in the cast are Chill Wills, a sergeant, and Otto Hulett, the detective father of Young. John H. Auer was associate producer-director.

Running time, 91 minutes. General audience classification. June release.

"Raiders of the Seven Seas"

(Global Films-United Artists)

THIS tale of a group of chivalrous pirates should stimulate sufficient interest to meet the needs of most adventure fanciers, because it is packed with an abundance of sword play, battles on the high seas and romantic engagements. The box-office values of John Payne and Donna Reed, plus some fine footage in color by Technicolor add to the attractiveness of the production. The story line serves mainly as a medium to display these plus values.

The story starts on an unbelievable note as Payne, a pirate, captures a Spanish ship single-handed and converts the prisoners into his crew. Payne, a carefree sort with an eye for gold and lovely women, soon has more than he can handle in loot. On one of his conquests he captures a Spanish countess, Miss Reed, who was to have married Gerald Mohr, a deceitful Spanish officer. At first he decides to ransom his captive but changes his mind as he is entranced by her beauty and iron will.

After exposing Mohr as a coward and a liar, he makes up his mind to declare his love and ask his captive to become his wife. Before he can approach Miss Reed, she escapes to the Spanish garrison at Havana. Lon Chaney, Payne's lieutenant, is murdered by a traitorous pirate and Donna is accused as the murderess. Payne takes his army to revenge the death by storming Havana. The lovely lady hears that she is thought to be a murderess and returns to Payne to help him defeat his enemies.

When the action is limited to battles, the screenplay has a fair amount of interest but at other times it becomes an unintentional fantasy.

The principals in the film do a competent acting job although the principles involved make their task a difficult one. Sidney Salkow produced and directed, from a screenplay and story in which he collaborated with John O'Dea.

Others in the cast are Anthony Caruso, Henry Brandon, Skip Torgerson, Frank DeKova, William Tannen, Christopher Dark, Claire DuBrey, Howard Freeman and Anthony Warde.

Running time, 88 minutes. General audience classification.

In the THEATRE Equipment World . . .

• • with RAY GALLO

TO its line of equipment for 3-D and wide-screen showings, Motiograph, Inc., of Chicago, has added a stereophonic sound system. Five different models are provided for use in theatres ranging from 800 seats or less to those of 5,000 or more. Amplifier and speaker equipment of the systems is designed to reproduce three channels of stereophonic sound, whether it be recorded on the film or a separate film. Equipment in the systems is Altec-Lansing, except for the power amplifiers in the smaller sizes, which are Motiograph. Altec Service Co. has been retained by Motiograph to assist dealers in making installation.

For illuminating landscaped and playground areas at drive-in theatres the Steber Manufacturing Co., Broadview, Ill., has a new line of outdoor lighting units. One of these is the "Floralite," a garden light approximately 30 inches high and mounted on an aluminum ground spike. It can be supplied with either a clear glass globe or a metal deep-drawn reflector. It can also be equipped with a convenience outlet in the base for adding additional lights to illuminate a large area. The company's play area lighting consists of lampholders mounted to extension poles, which are adjustable to various heights. A brochure will be provided upon request to the company.

Modern Refreshers, Inc., of Chicago, has developed a smaller-sized version of its "Buckingham" beverage dispenser, a fountain type unit for non-carbonated drinks equipped for promotional illumination. They call the new model "Buckingham, Jr.," its capacity is six gallons. It has a transparent globe from the top of which beverages flow down over a series of cascades. A light in the top of the globe illuminates this action.

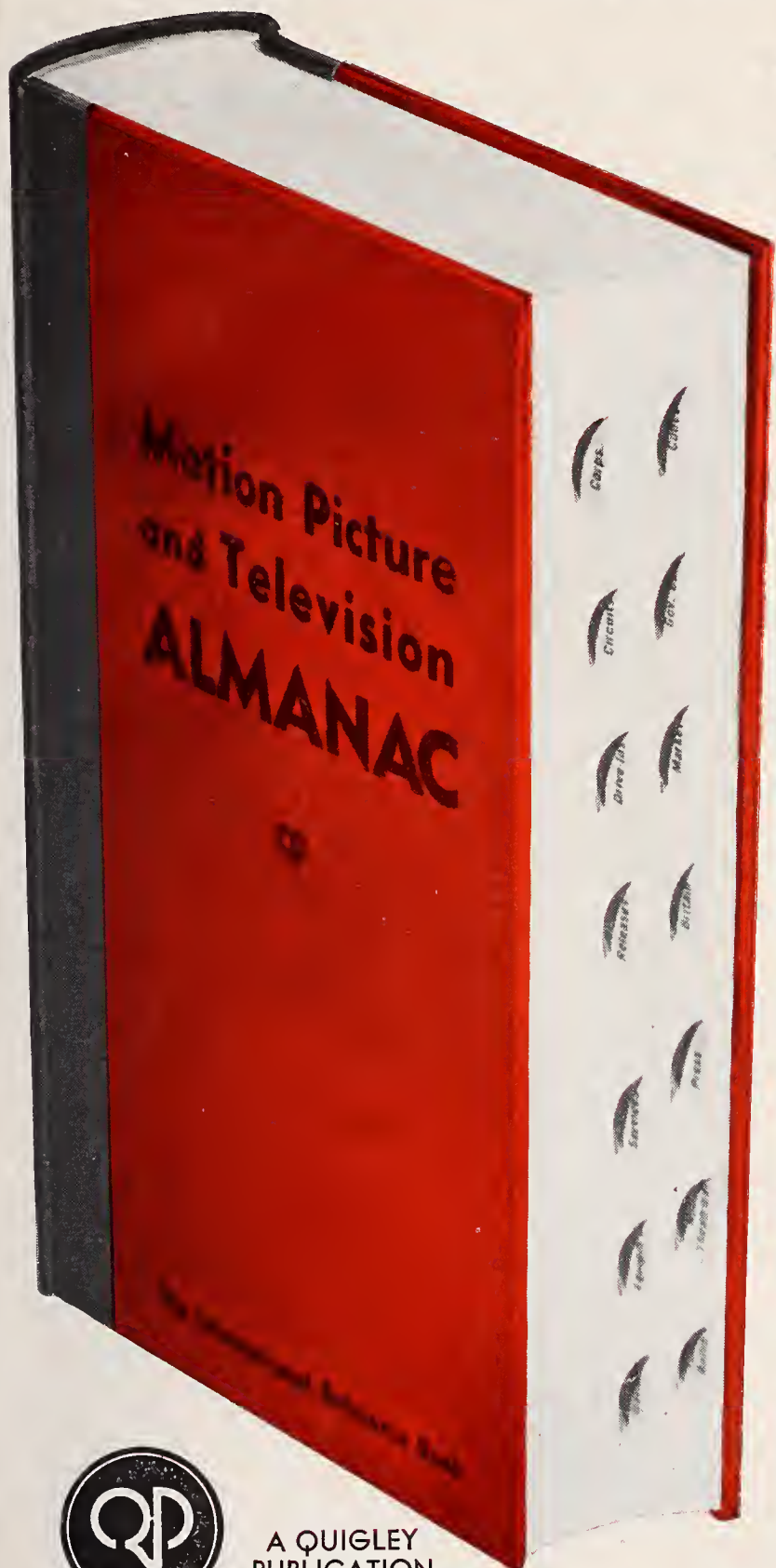
Also for refreshment service is a new ice machine from the Ajax Corporation of America, Evansville, Ind. It produces hard and clear "ice pebbles," which are described by the company as being similar to crushed ice, yet are "dry and non-mushy." The unit is available in three capacities, for 200, 400 and 800 pounds per day. It has simplified construction with just three moving parts.

RCA stereophonic sound systems will be installed in 21 theatres of Comerford-Publix Theatres Corp., which has headquarters in Scranton, Pa., according to an announcement from J. F. O'Brien, theatre equipment manager of the Victor Division of RCA. The theatres include one in Providence, two in Binghamton, N. Y., and 18 in various Pennsylvania cities.

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Vistarama

(Continued from page 1)

measuring 20 feet wide and seven-and-a-half feet high was utilized. The only flaw in the demonstration, if it can be called a flaw, was when the 16mm. film was blown up for 35mm. projection. Then, the clarity of the film was spoiled somewhat.

Dudley Tells of Plans

Carl Dudley, Vistarama president, who presided at the demonstration, said that Vistarama expects to accent its activities in the 16mm. field. However, he did reaffirm plans to make a series of shorts and three feature films, the titles of which are "Tobur," "The Fabulous Land," and "Round the World Weekend." On the feature films, he added, no distribution deal has been set. Dudley estimated that the budget for "Tobur," which will be in Eastman color and which will go into production shortly, will be \$325,000. The short subjects series, titled "This World of Ours," will be released by Republic.

Dudley declined to state or estimate the cost of Vistarama's anamorphic lenses, which will be produced by the Simpson Optical Manufacturing Co., of Chicago. He indicated that costs will depend on competitive factors. The Simpson optical firm, Dudley disclosed, owns a minority interest in Vistarama. He said the optical company is tooling up for the production of 500 to 1,500 anamorphic lenses per week. Dudley claimed that the same lenses are interchangeable for 16mm. and 35mm. filming and projection.

The Vistarama president was unclear on whether his company would enter the field of selling its lenses to exhibitors. At first, he said such a policy would depend on many factors, including the demand, then he stated that projection lenses probably would be sold. On theatrical production, Dudley said that the camera lenses probably would be leased.

Disney to Use Lens

He said that the interests of Vistarama and 20th-Fox are complementary and not in competition with one another. Dudley said that Walt Disney officials are planning to re-release "Fantasia," using an anamorphic lens. The Vistarama executive added that 22 anamorphic lenses are now available. Dudley, who expects to return to the Coast at the end of the week, emphasized that Vistarama does not plan to enter the screen or sound equipment field.

Puppet Film

(Continued from page 1)

series planned by Smith and will be offered to major distributors when it is edited and scored. It was made in Eastman Color.

Ramsdell explained yesterday that the interocular, or separation of the optical axes of the two lenses on the camera, was changed for each scene to conform with the distance of the shot.

Stereo Corp. of America, of which Ramsdell is the head, has been experimenting and producing 3-D non-theatrical subjects for several years on 16mm. The company has its headquarters in Worcester, Mass.

Asides & Interludes

—by

Sir Jymes Cunnynghyme



ON THE MORNING when Liz was coronated, we were Knighted. Through the good offices of the United States Government (Post Office Department), a messenger dressed in Confederate Grey delivered a parchment pronouncing our elevation to the *Ancient Order of the Garter*.

With the pronouncement came a garter; a first-class garter, in blue. We have seen prettier colors, but, then. . .

To the very earnest Ernest Emerging, of Loew's, whose influence in nighthood circles is ethereal, we bend the sword, and bend the elbow, for his effort, unsolicited, in having us Knighted, thusly:

*The Ancient
ORDER OF THE GARTER
On Behalf of M-G-M's
"YOUNG BESS"
Welcomes*

*THE GOOD KNYGHT
Sir Jymes Cunnynghyme*

*To the honor of God Omnipotent,
and in memorial of the blessed St.
George, tie about thy leg for thy
renown this noble garter. Wear it
as a symbol of the most illustrious
order, never to be forgotten or laid
aside, that thereby thou mayst be
admonished to be courageous, and
having undertaken a just war in
which thou shalt be engaged, thou
mayst stand firm, valiantly fight,
and successfully conquer.*

Congressman Noah M. Mason, Republican representative from District 15 in Oglesby, Illinois, champion in Congress of the motion picture industry's fight for elimination of the 20 per cent Federal admission tax, comes up in his weekly newsletter to constituents with this:

Population of U. S.	160,000,000
People 65 years or older	49,000,000
Balance left to work	111,000,000
People 21 years or younger	56,000,000
Balance left to work	55,000,000
People working for gov't.	29,000,000
Balance left to work	26,000,000
People in armed services	11,000,000
Balance left to work	15,000,000
People in state or city offices	12,800,000
Balance left to work	2,200,000
Bums & others who won't work	2,000,000
Balance left to work	200,000
People in hospitals & asylums	126,000
Balance left to work	74,000
Persons in jail	73,938
Balance left to do the work	TWO!

And I'm going fishing!

The tall amount of crowing, these days, all the way from Tenth Avenue and 56th Street to Park and 57th, on into Rockefeller Center, to the Paramount Building, to 321 West 44th Street, spotlighted our interest in the press dispatch from Westerland, Germany, where authorities of that North Sea spa on Syit Island have ruled that no roosters will be allowed on the island throughout the summer.

The order said all roosters must be sent to mainland farms or be killed. Officials do not want

summer guests awakened by the roosters' crowing.

We would not be that severe, of course, but, summer siesta time is here, and we hereby warn Hal and Ira and Milt and Al and Charlie and Bill Ornstein (particularly), and Bea, and Paula and Sid and Ray and UA's Mort and Altec's Bert Ennis, that we do not particularly relish being awakened by crowing this summer.

• •

Institutional advertising on the screen has, as everyone knows, galloped a long way from the slides which asked, "Will Ladies Please Remove Their Hats!!!" to the action movie trailer currently being marketed by Filmack, in Chicago, for special use by drive-in operators who would like to get over a word or two to the boys with crew haircuts, and others, too. Says the trailer

1. Do not light up until outside the grounds.
 2. Be sensible about where you park your car so that no driveways are blocked.
 3. Please be as quiet as possible from the time you enter the grounds until you are outside again.
 4. AND . . . if you must neck . . . try to hold one position as long as possible . . . bobbing around trying different holds is hard on those behind you.
 5. It all boils down to one thing: BE CONSIDERATE.
- It all boils down.

• •

"This week in addition to the clear, crisp orderly picture *TIME* (magazine) habitually presents of this fascinating world—the editors offer *TIME*'s readers a roundup story reporting the nation's strange and rowdy reactions to three-dimensional projection."

So says a full-page advertisement in the *New York Times*, in which ad *TIME* magazine announces "a special section which offers a full easy-to-read description of how the new movies are made."

"Below," and we continue *TIME* magazine's message in the *New York Times*, "are examples from *TIME*'S 3-D report:

"Exuberant cinemogul George Skouras kissed pageanteer Mike Todd in public. Somebody else brought out a polaroid lorgnette. 'Whaddya mean, vulgar?' cried one moviemanager. 'Isn't the public entitled to be hit in the face?'"

"Can the moviemakers match all the technical to-do with some creative excitement, add some psychic dimension to the physical sense of depth? Old Hollywoodian Joe Breen says with a grin: 'This isn't being done for art's sake. It's strictly to save some of the marbles.'"

"'Whaddya mean they won't wear glasses!' demanded Producer Bill Thomas. 'They'll wear toilet seats around their necks if you give 'em what they want to see!'"

TV Channels

(Continued from page 1)

Co. and Champlain Valley Broadcasting Corp., the latter operating WX-KW in Albany.

The formula, stemming from three weeks of negotiations among officers of the four companies, calls for the first three to purchase the physical assets of the fourth (Champlain) for \$300,000 and for the latter to withdraw from the broadcasting field. Patroon will pay \$150,000, Van Curler and Troy \$75,000 each to Champlain.

Had Asked for Channel 23

Van Curler and Troy, which had applied for Channel 23, in competition to Patroon, will merge their applications for Channel 35. Champlain had been the other filer for that channel.

Van Curler's new officers are: Col. Harry S. Wilder of Syracuse, president; Edward Fabian, Fabian Theatres, vice-president; Thomas W. Rourke, official of a Troy bank, secretary; Paul L. Jacobson, Fabian Theatres, treasurer. Samuel Rosen, Fabian vice-president, is one of the directors.

Rosen, Fabian, Jr., and his father, S. H. Fabian, Nat Lapkin, Herbert Jacoby and Harry Plotkin, Washington attorney, represented Van Curler in the negotiations. WTRY has studios in the Proctor Theatre Building, Troy, owned by Fabian.

J. Myer Schine, president of Schine Circuit and Patroon, headed their bargaining contingent. It included William Graham, Howard Antevil (Schine home office lawyer) and Leonard Marks, Washington attorney.

Equipment May Cost \$1,000,000

The new television stations, of which the cost of equipment is estimated at \$1,000,000, may begin operation within a year, if FCC approves the agreement and deliveries can be promptly effected.

Effect of the two new television stations, plus another now under construction by WROW (merged with WOKO), on area film business is being widely speculated.

Rosenfield

(Continued from page 1)

Rosenfield with Italy's major producers and other industry leaders concerning general industry activities and production schedules. Discussions will also take place with executives concerning the designation of Italian Films Export as official American representatives of this year's Venice Film Festival which opens in late August.

Also on the agenda of Rosenfield's two-week schedule in Italy are conferences with Dr. Renato Gualino, general director of IFE and president of its distributing affiliate, and David Hanna, Rome press representative for both organizations, to map plans for publicity coverage of major films which will be in production during the summer.

JDA Campaign

(Continued from page 1)

course of action in assuring the agencies of maximum support within our industry," said German. "We have already made tentative plans for a fall dinner and expect that, at our June 25 meeting, we will come to a final decision."

New Exchange Workers Pacts In 22 Cities

Negotiators Expect To End Chore This Month

The task of negotiating new contracts with unions representing exchange employes in key cities throughout the country is nearing an end. After months of meetings, new agreements have been reached in 22 cities. The remaining situations—totaling 10—expect to be settled by the end of this month.

In no instance has a wage increase amounted to more than \$4 a week. There have been some minor adjustments in working conditions in some areas but in general the new pacts are substantially the same as those that recently expired.

The situation in New York may still pose a problem. An impasse has been reached between representatives of the distributors and Local H-63 of

(Continued on page 3)

Local 306 Pact Not Yet Signed

Although New York theatres and Local 306 of the projectionists' union agreed on a new pact several weeks ago, both sides are in disagreement over "what they agreed upon," a union spokesman said yesterday. The principal cause of the controversy is the computation of the welfare fund.

The contract has not been signed. Both the unions and the theatres have prepared drafts of a pact, based on their oral agreements, but it appears that neither side will accept certain provisions of the other's draft.

Under the terms of the verbal agree-

(Continued on page 6)

Paramount Division Managers to Meet

Divisional sales managers of Paramount Film Distributing Corp. will start a week-long series of meetings at the home office here on Monday.

E. K. (Ted) O'Shea, distribution vice-president, and Jerry Pickman, vice-president in charge of advertising-publicity, will join with A. W.

(Continued on page 3)

Cite Costs of Theatre TV To Prospective Clients

It would cost a client an estimated 76 cents per seat to reach an audience in 23 cities with a one-hour commercial theatre telecast, according to a price schedule released here by the Closed Circuit Television Co., headed by Harold Azine.

Ohio Committee Ok's Anti-Censor Bill

Columbus, O., June 11.—The House Judiciary Committee today passed the Mosher Bill which would eliminate the censoring of newsreels in Ohio. The vote was 14 to 2.

The measure now will go to the House Rules Committee, with action expected within a week. It may reach the House floor before the end of June.

The price schedule, which breaks down the costs for prospective clients, outlines the uses of theatre television in the fields of sales, education and industry. The section devoted to costs marked the first time a theatre TV firm has put an estimated price tag on its package for public study.

Under the heading of "Sample Cost Estimate," the schedule lists 23 cities, with a seating capacity of 63,350, which could be made available at a cost of \$48,420, or 76 cents per seat. The total cost to the client for the one-hour telecast was broken down as follows: theatres and local loops, \$27,600; longlines, \$3,500; two-way communication, \$1,250; studio and production, \$8,000; technical coordination and miscellaneous fees, \$8,070.

The estimated cost for a two-hour

(Continued on page 6)

Record Turnout For Cinema Lodge Golf Tournament

With ideal weather conditions prevailing, the second annual film industry golf tournament sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, yesterday played to a record crowd, with scores of industryites and their friends turning out for a day of golf or gin rummy. The number was swelled considerably for the beefsteak banquet which was the climax of the day's festivities.

Bernie Brooks, Fabian Theatres executive, was toastmaster at the ban-

(Continued on page 3)

New Media Problems At Indiana Meeting

FRENCH LICK, Ind., June 11.—Problems stemming from new projection techniques and current business conditions headed the discussions at the two-day spring convention of the Allied Theatre Owners of Indiana, which ended here tonight with a banquet.

It was asserted that the business

(Continued on page 3)

O'DONNELL LAUDS THE WORK OF PUBLIC RELATIONS MEN

HOLLYWOOD, June 11.—A tribute to the public relations men of the industry was paid here today by R. J. O'Donnell, vice-president and general manager of the Texas Interstate circuit, at a luncheon given in his honor by the Studio Publicity Directors Committee.

"Across the country," said O'Donnell, "there is increasing evidence of a broader interest in Hollywood and its product on the part of the public, press and many other communications media."

"The fact that the industry, basically, has had good public relations has had a lot to do with the quick

acceptance of new developments now on the screen."

O'Donnell added: "Flexibility, rather than standardization, is the important current objective in relation to the new technical developments in the motion picture industry. The public is enjoying the variety. Ultimately, standardization is both desirable and inevitable, but I see no reason for rushing into standardization. Until such time as it evolves, it is important for theatres to be able to handle all of the processes."

O'Donnell will address a luncheon of the Publicists Guild guests tomorrow.

Disney Adopts Flexibility In Production

Report to Stockholders Reveals New 7-Year Pact

A flexible program regarding 3-D, wide-screen and other technological developments has been adopted by Walt Disney Productions, it was disclosed here yesterday in a report to stockholders by Roy O. Disney, president.

Disney informed stockholders that "whatever method of presentation receives public approval . . . we can adapt and conform our entire production plan in harmony." However, Disney expressed the belief that "there is room in the entertainment industry for all of the methods of presentation of motion pictures and that good screen stories . . . will always command the public's attention and patronage regardless of the exhibition technique employed."

The report also disclosed the com-

(Continued on page 3)

Disney Net Rises Sharply

Net earnings of Walt Disney Productions in the first half of the current fiscal year totaled \$142,723, against \$19,980 for the corresponding period last year, and continued profitable operations are expected during the next six months, president Roy O. Disney informed shareholders today. The 1953 results should closely approximate the 1952 earnings of \$451,809, he said.

Net profit in the six months ended

(Continued on page 3)

N.Y. to Seek 5% of Film Production

Efforts to sell major producers on the idea of making five per cent of their yearly programs in New York and to seek the support of Eric Johnston, president of the Motion Picture Association of America, in getting the film companies' cooperation in the project highlighted discussions at a

(Continued on page 3)

Personal Mention

JOSEPH A. WALSH, Paramount branch operations manager, was in Indianapolis yesterday from New York and will go to St. Louis today.

JOYCE M. SCHWARTZ of the 20th Century-Fox New York exchange, who is the daughter of KAY SCHANCER, secretary to WILLIAM ROGERS, JR., will be married at the Essex House here tomorrow to DAVID GERSHON, who will be graduated from Columbia University today.

CHARLES E. KURTZMAN, Northeastern division manager of Loew's Theatres, has been named to the board of directors of the Joseph P. Kennedy Memorial Hospital, Boston.

CHARLES BOASBERG, RKO Radio general sales manager, and WALTER BRANSON, assistant sales manager, will leave Seattle over the weekend for Victoria and Vancouver.

HARRY BUCKLEY, vice-president of United Artists Theatre Circuit, will leave here today on the *Nieuw Amsterdam* to spend the summer in Europe.

HENRY GINSBERG underwent a successful operation for appendicitis shortly after his return to the Coast from New York.

FERNAND BOURLAND, RKO Radio manager in Belgium, has been awarded the order of "Le Chevalier de Leopold."

HARRY KAPLOWITZ, of the City Photo Engraving Corp., underwent an appendicitis operation yesterday at Mt. Sinai Hospital in Miami Beach.

LESTER SCHOENFELD, distribution manager of British Information Services, is the father of a son born on Coronation Day to Mrs. SCHOENFELD.

DAVID V. PICKER, son of EUGENE PICKER, Loew's Theatres executive, will be graduated on Sunday from Dartmouth College.

DONALD PICKER, son of SIDNEY I. PICKER, Republic producer, will be graduated Sunday from the University of Oregon.

WILLIAM H. PINE, Paramount producer, was in Dallas yesterday and will return to Hollywood today.

Set New Hearing on 2 RKO Theatres

A hearing has been set for June 23 in New York Statutory Court on a motion by RKO Theatres for a two-year extension of the deadline for selling two downtown theatres in Cincinnati, the Capitol and the Shubert. The hearing was postponed from June 10. The deadline for the sale of the two theatres expired on June 1.

Allied Lists Nine Theatre Organization Meetings

WASHINGTON, June 11.—National Allied has listed nine 1953-54 convention and regional meeting dates of exhibitor organizations, as follows—there will be many others, of course:

Annual convention of Allied Theatre Owners of New Jersey, July 8, 9, 10, Hotel Traymore, Atlantic City.

Annual convention, West Virginia Allied Theatres Association, Sept. 1, 2, Matz Hotel, Bluefield, West Va.

Fall board meeting, National Allied, Oct. 3, 4, Sheraton-Plaza Hotel, Boston.

Annual convention, National Allied, Oct. 5, 6, 7, Sheraton-Plaza Hotel, Boston.

Annual convention, Allied Theatre Owners of Indiana, Nov. 2, 3, 4, Hotel

Lincoln, Indianapolis.

National drive-in convention, Feb. 2, 3, 4, Netherlands-Plaza Hotel, Indianapolis.

Annual board meeting, National Allied, Feb. 5, 6, Netherlands-Plaza Hotel, Indianapolis.

Fall board meeting, National Allied, Nov. 13, 14, 1954, Shoreham Hotel, Washington.

Annual convention, National Allied, Nov. 15, 16, 17, Shoreham Hotel, Washington.

Says Majors Join in Film Importers Are Named in Trust Suit

A new commercial television show, titled "The Big Movie Quiz," which will go into national release early next month, has won the cooperation of major film companies, according to a spokesman for Grand International Pictures Co., which is the producing firm.

The five-minute audience participation quiz show will highlight clips from current films in release in local situations, in addition to footage covering the film history of the past 50 years, it was stated. Material for the series, it was explained, has been culled from more than 20,000,000 feet of film.

L. E. Edwards, vice-president of Grand International, said the quiz program will make its debut emanating from the New York area during the week of July 13.

Rothenberger Head Of E.K. Coast Lab.

ROCHESTER, N. Y., June 11.—M. J. Rothenberger has been named manager of the Hollywood processing laboratory of Eastman Kodak, it was announced by Ivar N. Hultman, vice-president and general manager of the Kodak Park works. Rothenberger will replace B. J. Burns, who resigned for reasons of health.

Rothenberger joined Kodak in Chicago in 1922 and became assistant manager of the Chicago processing laboratory in 1935.

Cook on Coast Tour

Dick Cook, manager of the motion picture department of *Pictorial Review*, will leave here over the weekend for the West Coast. While in Hollywood he will visit studio heads as well as independent motion picture producers.

Theatre Firm Files in Pa.

HARRISBURG, Pa., June 11.—Hilltop Amusement Corp., Freeport, has been incorporated in this state to erect, own and operate theatres and other amusement enterprises.

Grainger Drive Aids RKO Business

RKO Radio branch offices went high above their average for the first week of the "James R. Grainger Tribute Month," part of the 25th anniversary drive. There were 800 feature bookings more than average, the company stated.

In the short subjects department there were 2,300 shipments in excess of the average of the last two seasons, it was said.

FCC Okays Schine, Fabian TV Bids

WASHINGTON, June 11.—The Federal Communications Commission today approved the applications of two theatre groups for television stations in the Albany area.

Channel 23 in Albany was awarded to the Patroon Broadcasting Co., controlled by Schine Theatres. Channel 35 in Schenectady went to Van Curler Broadcasting Corp., owned 50 per cent by Si Fabian and 50 per cent by veteran CBS affiliate Harry Wilder. Both channels are UHF channels.

Originally, Wilder and Patroon were competing for the Albany channel while Fabian and WXXW were competing for the Schenectady channel. The other three acquired the assets of WXXW and withdrew its application, and then Wilder threw in his lot with Fabian. With the opposition removed, both remaining applications won speedy approval.

Prudential Gets Drive-in

Redstone Drive-in Theatres has sold the Bay Shore Drive-in, Long Island to Associated Prudential Theatres, a circuit operating 50 other theatres. The Redstones still operate the Valley Stream Drive-in, Long Island, and the Whitestone Drive-in in New York's Bronx, as well as three in New England.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"YOUNG BESS"

JEAN
SIMMONS
DEBORAH
KERR

STEWART
GRANGER
CHARLES
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Midnight Feature

Disney Pledges

(Continued from page 1)

pletion of a new seven-year contract with Walt Disney, executive producer, calling for a salary of \$3,000 per week, compared to \$2,000 per week under the old contract. In addition, a new contract was signed for the use of the Disney name in character merchandising activities.

Regarding the new media, Disney informed stockholders that "Melody," the first 3-D film in a series called "Adventures in Music," has been completed and released. Other short subjects in three-dimensions are in work and if the demand is present, 3-D features will be produced, it was stated.

Disney also disclosed plans to present "Fantasia" again to the public, using both wide-screen and stereophonic sound. Tests already made show that "Fantasia" is readily adaptable, with only minor technical problems, to the CinemaScope projection method, the report stated.

Regarding television, the report flatly stated: "We have no present intention of selling out-right to television any of our inventory of motion pictures." Home television, however, was seen as a good exploitation medium and mention was made of the desirability of a "fine" television show aimed at marketing Disney product.

The new contract regarding the use of Disney's name calls for the payment by the production company of \$150,000 in five annual installments of \$30,000 each, together with varying percentages of the annual gross income received by the production company from merchandising licenses. The minimum percentage royalties will be \$50,000 per year, which the production company will pay for the use of the Disney name.

Ohio Censors Study 'The Moon Is Blue'

COLUMBUS, O., June 11.—Dr. Clyde Hisson today denied reports that the Ohio Censor Board has banned "The Moon Is Blue," but admitted that the picture's dialogue is giving the board concern.

Hisson said the board's decision will be announced later.

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STAY REPEAL OF LAW WAIVING TAX ON INCOME MADE ABROAD

WASHINGTON, June 11.—The Mason admission tax repeal bill is not the only measure of interest to the film industry that is being bottled up in the House Ways and Means Committee by Chairman Reed (R., N. Y.). Reed is also sitting on a bill which would repeal a provision of the present law which waives U. S. income taxes on any money earned overseas by workers who stay abroad for 17 out of 18 consecutive months.

Repeal of that provision would, it is believed, cut down the number of films being produced overseas, and for this reason, the bill is being pushed by Hollywood unions. Reed is in favor of the bill—in fact, he introduced it

—and the Treasury Department has recommended its passage. So it should be moving right along.

But Reed is afraid that if he allows any tax bill to be reported by his committee, House leaders or the Senate might tack on an extension of the excess profits tax, which he vehemently opposes. So he is sitting on all tax bills, even those he supports, like the Mason bill and the overseas income bill.

Settlement of the excess profits tax dispute one way or the other would remove this roadblock and might bring both the Mason bill and the overseas income bill out of committee where they now are being held.

Disney Profit

(Continued from page 1)

March 28, 1953, was equal to 22 cents a share on the 652,840 common shares outstanding. This compared with three cents a share in the first half of last year.

Initial returns from "Peter Pan," first released last February, were received in April, and substantial revenue from this picture is expected in the next six months, Disney said. Its major releases in foreign markets will occur this fall and winter.

Other Disney activities, including merchandising, publications, comic strips, music publishing and 16mm. non-theatrical film distribution, are proceeding at a level of business comparable to, or better than, prior years, Disney reported.

Net working capital of the company increased slightly, from \$4,824,534 to \$4,852,206 in the six months ended March 28 last. Debentures in the principal amount of \$17,340 were purchased and retired, leaving \$251,290 outstanding at the end of the period. An increase of \$924,488 in current liabilities, due principally to a rise in current bank indebtedness, was accompanied by a comparable increase in inventories.

Paramount Meeting

(Continued from page 1)

Schwalberg, president, in conducting the meetings.

The conferences will revolve around distribution and promotion plans for six pictures due for release in July, August and September. The pictures are "Houdini," color in Technicolor, starring Tony Curtis and Janet Leigh; "Sangaree," 3-D Technicolor, starring Fernando Lamas, Arlene Dahl and Patricia Medina; George Stevens' "Shane," in Technicolor, starring Alan Ladd, Jean Arthur, Van Heflin and Brandon de Wilde; William Wyler's "Roman Holiday," starring Gregory Peck and Audrey Hepburn; Billy Wilder's "Stalag 17," starring William Holden, Don Taylor and Otto Preminger, and "The Caddy," starring Dean Martin and Jerry Lewis.

Scheduled to arrive in New York over the weekend are division managers Howard G. Minsky, Mid-East; A. M. Kane, South Central, and G. A. Smith, Western. Hugh Owen, Eastern and Southern division manager, who headquarters at the home office, also will participate in the meetings.

N. Y. to Seek 5%

(Continued from page 1)

meeting here yesterday in the office of Frank Connaughton, first deputy commissioner of the New York City Department of Commerce. The meeting, called in connection with a proposed motion picture and television center here, was attended principally by industrial film producers.

A letter was sent to Johnston in Washington regarding the proposal. Connaughton said he hoped that a meeting with the MPAA president could be held next week in New York.

Would Be Privately Financed

The proposed center will be privately financed, under present plans, although there is a possibility that the city would float a bond issue, Connaughton said. Over-all investment would be around \$100,000,000. Four of the five TV networks already have made bids for space, requiring approximately 2,500,000 square feet, he added.

Indiana Meeting

(Continued from page 1)

decline in the last 60 days has been more serious than at first realized. The thought was expressed that the public today is in the same frame of mind as prospective purchasers of automobiles when new models have been announced. Trueman Rembusch, president of the Allied unit, reported on the status of the campaign to eliminate the Federal admission tax.

Panel discussions were led by R. H. Haecock, manager of RCA's theatre equipment engineering department; J. W. Servies, vice-president of National Theatre Supply, and C. E. Heppburger of National Carbon Company.

Exchange Pacts

(Continued from page 1)

the Home Office Employees Union, which represents exchange workers. Following a breakdown of negotiations early this week, Local H-63 petitioned IATSE president Richard Walsh for permission to call a strike. As yet Walsh has not acted on the petition of the local.

Since early this year, the distributors' exchange operations committee has been touring the country, meeting with locals in all exchange cities on new pacts.

Tournament

(Continued from page 1)

quet at which prizes were awarded for the best and worst performances on the links. Si Seader of Loew's was the principal speaker.

Robbins Lauds Purpose

Cinema president Burton E. Robbins emphasized at the banquet that the traditional industry golf tournaments, revived last year by Cinema Lodge as a means of bringing industry members' of all faiths together for a day of sport and good fellowship, was serving its purpose well. The success of this year's tournament, he said, was a tribute to the vision of Cinema past president Marty Levine and this year's working committee which was headed by Marvin Kirsch and Harold Rinzler as co-chairmen, and included Charles Alicoate, David Bader, Herb Berg, Jack Hoffberg, Milton Livingston, Ted Sullivan, Don Mersereau, Allan Robbins and Cy Seymour.

One of the features of the tournament was a challenge match between Team One of the Cinema Lodge and a foursome from the Variety Club Tent of New York. Cinema Lodge was winner. The Variety Club group consisted of Ed Fabian, William White, Monroe Greenthal and Spyros S. Skouras, Jr. Team One, of the Lodge, comprised Harold Rinzler, Len Gruenberg, Sol Strausberg and Martin Levine.

"Hole-in-One" Contest

In the second feature, "The Hole-in-One Contest," participants teed off from a 3-D tee and were provided with polaroid glasses. Winner was Charles Alicoate, with Murray Strausberg and Charles Gardner the runners-up.

The foursome winners were: Jack Hoffberg, Martin Friedman, Leo Jaffe, Arthur Sachson, Sid Perle, Murray Strausberg, Abe Schneider, Robert Goldfarb, Len Gruenberg, Monroe Greenthal, Ted Sullivan, Clem Perry, Al Fitter, Arthur McGinness, Irving Beyer, Frank Damis, Lou Fischer, Charles Rosen, Bert Lampert, Ben Smerling, Bernard Zimetbaum, Irving Weisblum, Alan Smith, Jack Rosner, Robert Sherman, Max A. Cohen, Herbert Levy, Charles Gardner and Charles Alicoate.

The Booby Prize, won by George Brandt, was a parakeet who has just about learned to tell his new master "Boy, do you —!" Martin Schiff was runner-up to Brandt.

Other Winners Listed

Winners in other categories were: Low NET—Abe Schneider; Low GROSS—Len Gruenberg; Low NET RUNNER UP—Allen Smith; Low GROSS RUNNER UP—Stan Schneider; PUTTING CONTEST—Jack Prop; PUTTING CONTEST RUNNERS-UP—John J. Bergen, Jr., and Francis Herwood; LONGEST DRIVE—Ed Fabian; LONGEST DRIVE RUNNERS-UP—Spyros S. Skouras, Jr., and Max A. Cohen; BEST DRESSED GOLFER—Lou Wolff; BEST DRESSED GOLFER RUNNER-UP—Ed Lachman; EARLY BIRD—Jack Hoffberg.

Ilg Theatre to Schultzes

LORAIN, O., June 11.—August Ilg, owner and operator of the Ohio Theatre here for more than 40 years, will retire on July 1, at which time he will turn over the house to its new owners, Nate and Sam Schultz of Cleveland.

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KNOWN OTHER
NIGHTS LIKE
THIS!**

*Yet even after
all her sins
he knew
with every beat
of his
hungry heart
...he would
take
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**Movie
Life**

French Hope for A Pact with Belgium

By HENRY KAHN

PARIS, June 7 (By Airmail).—French producers welcomed the founding recently of the Association of Belgian Film Producers. French producers, who now have co-production agreements with counterparts in Italy, Germany and Spain, are hoping to sign a similar agreement with Belgian film men in the near future. In this way they expect to build their long-talked-of European Film Pool, the development of which they believe necessary if the Continental industry is to survive.

Meanwhile, on the exhibition side, the Syndicate of Exhibitors here has asked the government to relax its ceilings on admission prices, which now are regarded by the industry as much too low. The ceilings were imposed originally by the Pinay government which set itself the task of stopping inflation.

Prices actually will increase at the end of the year when the new aid law goes into effect but the increases will be solely the result of increased taxes. Exhibitors would not mind paying the increased taxes if they could charge more for the seats.

Final Pact Set for Industry TV Show

Final draft of the contract under which the American Broadcasting Co. will produce a weekly television show for member companies of the Motion Picture Association of America has been prepared and ABC lawyers now are "polishing" some of its terms. Upon the acceptance of the draft by the MPAA, a pilot reel will be made, the cost of which has been estimated at a maximum of \$18,000. Although United Artists is not an MPAA member, it will participate in the program.

The program is slated for an autumn start. Under the plan, the film companies will not be billed for the program's production or presentation. Costs are expected to be carried by prospective sponsors and, if no sponsor is obtained, the show will go on the air as a sustaining program.

CinemaScope Exhibit In Memphis Pleases

MEMPHIS, June 11.—An invited audience of about 2,000 persons applauded a demonstration of CinemaScope held here today at the Malco Theatre. Scenic films and brief excerpts from three forthcoming feature films were included.

In the Malco lobby following the demonstration, Memphis theatre operators and other showmen from many parts of the mid-South were highly enthusiastic regarding the new medium.

McCraw Boston Speaker

BOSTON, June 11.—Col. William McCraw, of Variety International in Texas, will deliver an address here June 18 at the Great Heart Award banquet to be held at the Hotel Statler. Jim Britt will be the recipient of the award. Bill Cunningham, *Boston Herald* columnist, will be master-of-ceremonies.

Another speaker at the banquet will be Father McCarthy, Variety International chaplain of Pennsylvania.

Review

"The Paris Express"

(Stross-MacDonald)

BASED ON GEORGES SIMENON'S STORY, "The Man Who Watched the Trains Go By," this picture fully captures Simenon's flavor of irony, humor and character depth. His deft knack for exploring the human soul within the framework of a mystery drama is well known to those who are familiar with his works. With Claude Rains in the leading role and strong support by Marta Toren and Marius Goring, this British importation in color by Technicolor combines persuasive acting with attractive story ingredients to make highly pleasing entertainment.

Rains plays a small town bookkeeper whose life has been dedicated to respectability and propriety. His primary source of diversion is to watch the trains go by and dream. One day Rains finds his boss about to run off with embezzled funds and leave the firm bankrupt. A tussle ensues and the consequence is that Rains is off to Paris with a suitcase full of loot.

In Paris he meets Miss Toren, a handsome hussy, who, with her boy friend, conspires to separate Rains from his loot.

Scenes of Paris serve as a striking background as Rains, under the taunts of Miss Toren, turns from meekness to daring, and "goes to town." Along with Rains' new birth of life there runs through the story a cat-and-mouse thread, as police inspector Goring tries to track down Rains.

A burst of excitement terminates the story as Rains goes berserk and kills Miss Toren for betraying him.

The film is from Raymond Stross Productions, Ltd., in association with Josef Shafitel Productions, Inc. It is being distributed here by MacDonald Pictures. Harold French directed and Josef Shafitel produced.

Others in the cast are Herbert Lom, Anouk, Felix Aylmer, Ferdy Mayne, MacDonald Parke.

Running time, 86 minutes. General audience classification. June release.

Theatre TV

(Continued from page 1)

commercial telecast for the same 23 cities would be \$56,580, or 89 cents per seat, and \$64,740, or \$1.02 per seat for a three-hour telecast.

Cities included in the network, for which the estimated costs were listed, are from New York to Kansas City, taking in such cities as Boston, Richmond, Detroit, Buffalo, Chicago and Des Moines.

At this time there are no theatre TV programs slated for telecasting, although prospective programs in both the "off-hour" and entertainment fields are being explored.

Azine who is associated with Harry Saltzman, former producer of the Fireside Theatre and Robert Montgomery TV shows, said theatre TV has been pushed back somewhat by the reluctance of commercial firms to make the initial move. A contributory factor, he added, has been the industry's accent on new technological media, such as 3-D.

16 3-D Installations In Upstate N. Y. Area

BUFFALO, June 11.—Installation of 3-D has been made in 16 theatres in upstate New York and Erie, Pa., by the Perkins Theatre Supply Co., it was disclosed by Carl E. Bell, manager. The houses equipped are: Bailey, Marlowe and Amherst, Buffalo; Abbott, Lackawanna; Cattaraugus, Cattaraugus; Webster, Lyell and Waring, Rochester; Batavia, Batavia; Diana, Medina; Plaza, Erie, Pa.; Hornell, Hornell; Bronwyn, North Collins; Park, Silver Creek; Angola, Angola, and New Wilson, Wilson.

One Million Glasses Are Ordered by AA

HOLLYWOOD, June 11.—Allied Artists has ordered 1,000,000 Polaroid glasses from Natural Vision Corp. for use during the showing of the company's first three-dimensional film, "The Maze." Pre-release engagements on the 3-D film, available with stereophonic sound, start June 23.

Local 306 Contract

(Continued from page 1)

ment, there was to be a 10 per cent wage increase, with eight per cent going to the projectionists and two per cent going to the welfare fund. The disagreement stems from how the welfare fund percentage will be computed in relation to the old contract. When the new pact is signed, it will be retroactive to Sept. 1952.

Theatres Unscathed By Tornado in Mass.

BOSTON, June 11.—Although 10,000 persons are homeless, at least 115 are dead and more than 1,000 were injured in the worst tornado in this state, not a theatre or drive-in was reported seriously damaged in the latest survey. Electrical power, cut off during the storm, is restored in 60 per cent of the badly stricken area.

Three large drive-ins, West Boylston of E. M. Loew, the Shrewsbury of American Theatres and the Somers of M. Safner were plunged into darkness, but the Shrewsbury was the only one not to reopen the next night.

There was no serious damage to screens, concessions or projection buildings. Theatres were not in the direct path of the storm.

Rights to Four Films To Bregstein, Unger

Herbert Bregstein and Oliver Unger have acquired Western Hemisphere distribution rights to four films, while Bregstein has obtained American distribution rights to two additional pictures.

Bregstein and Unger will distribute "Bombay Waterfront," "The Caretaker's Daughter" and "Madame Louise," British productions, and also "The Frightened Bride," from Milton Gettinger.

Bregstein has acquired from Max and Arthur Alexander, Inc., for American distribution, "World Invaders" and "Devil's Plot."

'Life' Lauds 'U's' Production Policy

The June 15 issue of *Life* magazine, now on newsstands, devotes five pages of text and pictures to Universal-International's production policy of "universal appeal as a profitable substitute for prestige."

The article reports disappointing results with "prestige" pictures made by the company following its acquisition of International Pictures in 1946. "Out the window went prestige," *Life* says, "and the Universal program was aimed at a more universal appeal. One sure-fire formula was to get a big-name star who would forego salary for a percentage of profits."

Other U-I formulas include the "folksy series," like the Ma and Pa Kettle pictures, and "gimmick" productions, like the "Francis" and "Bonzo" films, *Life* points out. Tyrone Power got 50 per cent of the profits from "Mississippi Gambler," Alan Ladd, 50 per cent from "Desert Legion" and Gregory Peck, 30 per cent from "World in His Arms," *Life* says.

New England V.C. to Honor Hospital Head

BOSTON, June 11.—J. Wells Farley, president of the Children's Medical Center and chairman of the board of Children's Hospital, will be presented a "Distinguished Service Citation" by chief barker Walter A. Brown at a luncheon Tuesday in the Hotel Statler headquarters of the Variety Club of New England.

Among those invited are Max Levenson, Philip Smith, Louis Richmond, Michael Redstone, Kenneth Douglass, Arthur Lockwood, James Marshall, Martin Mullin, George Roberts, Louis Gordon, Murray Weiss, Meyer Stanzler, James Stoneman, Samuel Pinanski, Harry Browning, Edward X. Callahan, Joseph Cifre, Samuel Dane, Theodore Fleisher, Reuben Landau, Irving Wallens and William Koster.

Luncheon for 'Main St.'

The Council of the Living Theatre, headed by Arthur Schwartz, will be host at a luncheon at Toots Shor's here on Tuesday, June 23, in honor of those who were associated with Cinema Productions' "Main Street to Broadway," which Metro-Goldwyn-Mayer will distribute. Samuel Pinanski is board chairman of Cinema Productions, and M. A. Lightman is president.

Md. Sunday Offense To Bring Test Case

Bel Air, Md., June 11.—A Hartford County jury has decreed that the provisions of a "blue law" forbidding operation of an "opera house" on Sundays must be construed as also banning the showing of motion pictures. With that decision, Daniel Atkins, of Cardiff, Md., has been convicted of violating the law by operating his theatre on Sundays.

State Attorney Robert Archer, Jr., in discussing the possibility of the same ruling being applied to open-air theatres, stated that a "test case" is expected.

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NEW YORK, U. S. A., MONDAY, JUNE 15, 1953

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Tradewise...

By SHERWIN KANE

THE frequent warnings of industry technicians and other authorities on the need for the utmost care in projection in the theatre of 3-D films needs to be repeated again and again, it was brought home forcibly to this observer on a chance visit to a neighborhood theatre of a prominent New York circuit a few nights ago.

It was shown that the consequences of carelessness in 3-D projection not only are a potentially grave danger to the future commercial life of the new medium but also have immediate and costly penalties for the individual theatre.

We visited the theatre in question in time to catch the last performances of the 3-D feature on that particular night. Half of the film had been shown and the usual intermission for the 3-D change-over was announced to the packed house. After this intermission had

(Continued on page 2)

Strong Tax Repeal Plea

WASHINGTON, June 14.—Rep. Paul W. Shafer (R., Mich.) urged the House Ways and Means Committee to act promptly on the Mason Bill to exempt motion picture theatres from the admission tax.

He said that 19 Michigan theatres had closed since April 1, and "I am receiving desperate appeals from theatre operators in my own Third Michigan District."

"Theatre operators and employees and members of their families have a vital stake in these closings," he declared. "So has the nation's economy. And so, too, has the Government of the United States in terms of lost tax revenue resulting from these business failures."

Levenson to Address Confectioners Here

Leon Levenson, chairman of the Theatre Owners of America's concessions committee, today will address the convention of the National Confectioners Association at the Hotel Waldorf Astoria here.

The TOA committee head also will meet with his own group today and tomorrow to discuss current concession problems and plans for the national TOA convention in Chicago Nov. 1-5.

Wide-Screen A 'First' Of New Media for Blank

DES MOINES, June 14.—"The installation of all-purpose screens suitable for all various wide-screen systems will be a first in Tri-States' theatres," stated A. H. Blank, president of the corporation. "It is my intention to call the new wide-screen 'Futurama'."

MGM Product Meet Today

With the arrival here of Howard Strickling, M-G-M studio publicity head, over the weekend, conferences will get under way today and will continue for the balance of the week on a number of campaigns for forthcoming M-G-M pictures.

Attending the advertising, publicity and exploitation conferences will be Howard Dietz, Si Seadler, Dan Terrill, Emery Austin, Oscar A. Doob, and others in the home office. The meetings will pivot on the campaigns for "Band Wagon," "Main Street to

(Continued on page 3)

CinemaScope Show For Okla., Dallas

Twentieth Century-Fox will hold its 10th and 11th key city demonstrations of CinemaScope this week in Dallas and Oklahoma City with W. C. Gehring, executive assistant general sales manager, addressing the invited

(Continued on page 3)

Unlimited Run to 'Robe' in Chicago; Judge Laudatory

CHICAGO, June 14.—Granting Fox's "The Robe" an unlimited first run here (the Jackson Park decree limits first runs to 2 weeks in "defendant" theatres—i.e., the B. & K. Loop theatres and the RKO Grand), Federal Judge Igoe said that to do otherwise

would be to defeat a move to bring the motion picture back to its former prosperity. He added that the people making the attempt (in this case, 20th Century-Fox) should be given an opportunity to recoup some of the large amount of money they have invested in the development of CinemaScope and the production of "The Robe," which Fox director of distribution, Al Lichtman, testified before Judge Igoe will have run up a production cost of over five and one-half million dollars when it reaches the first-run theatres.

Lichtman, who appeared on behalf

of Fox along with the Chicago branch manager, Tom R. Gilliam, also stated that slow production of CinemaScope equipment would limit to around 900 the number of theatres that could be equipped for it by the end of 1953, and that this equipment shortage could possibly lead to the production by Fox of some conventional (non-CinemaScope) features in addition to the 19 CinemaScope productions which are scheduled for completion by the end of 1954.

Lichtman, upon direct questioning

(Continued on page 3)

Urges Care in Selection of Film Exports

Senate Group Proposes Program for Overseas

By J. A. OTTEN

WASHINGTON, June 14.—A Senate investigating sub-committee recommended that the government enlist the industry's aid in holding down the number of "objectionable" commercial films sent overseas by U. S. film companies.

The recommendation came from a Senate Foreign Relations sub-committee which has been studying the entire government's overseas information program. The sub-committee, headed by Sen. Hickenlooper (R., Iowa), submitted its report and conclusions today.

The administrator of the overseas

(Continued on page 3)

6 Features Go To Skiatron

M-G-M, RKO Radio Pictures and Walt Disney Productions have agreed to furnish old feature films for the Skiatron subscription television demonstration here, according to Arthur Levey, Skiatron president.

Announcement of procuring six feature films came on Friday, three days following the opening of the demonstration at the Belmont-Plaza Hotel. The six features, all released for theatrical distribution prior to Aug., 1948, are expected to fill Skiatron's film programming needs. The demonstration winds up on Wednesday.

According to Skiatron, the following features were released, rental free, for the demonstrations: "The Bride

(Continued on page 3)

To Show 3-D TV in Fall, Says DuMont

A 3-D television system is currently being developed for public demonstration this fall, Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, told a meeting of the New York chapter of the New York State Society of Professional Engineers.

The meeting, which took place here at the Hotel Statler, heard Dr. DuMont further state: "On the basis of

(Continued on page 3)

Personal Mention

E. J. MANNIX, M-G-M studio executive, will arrive in New York from the Coast today.

ERIC JOHNSTON, president of the Motion Picture Assn. of America, will speak today at the convention of the Washington Bankers Assn. at Victoria, B. C., on "The Age of the Medium Class."

JOHN B. NATHAN, Paramount-International general manager for Continental Europe, North Africa and the Middle East, arrived in New York Saturday from Paris.

OSCAR A. MORGAN, Paramount short subjects and newsreel sales manager, will be in Toronto tomorrow from New York.

EARL W. WINGART, 20th Century-Fox merchandising manager, has returned to New York from a Midwest vacation.

LOUIS LIPSTONE, head of the Paramount studio music department, left New York over the weekend for the Coast.

WILLIAM O. HUMPHREY has been named office manager for Warners in Jacksonville. He had been with the St. Louis branch.

VINCENT SHAR, formerly with the Paramount exchange in Atlanta, has been named booker at Columbia, in the same city.

J. ROBERT QUINN, Paramount-International Central American manager, is in New York from Panama.

EMERY AUSTIN, M-G-M exploitation head, returned to New York yesterday from San Francisco.

MIKE SERAVA, head booker of Warners in Jacksonville, has returned there with his family from Chicago.

RCA Has Three New Theatre Horns

CAMDEN, N. J., June 14.—Three high-frequency cellular horns, engineered for use with theatre sound systems or in large auditoriums, have been announced by the sound products section of RCA Victor.

The three new types are: a 12-cell horn with 70-degree horizontal spread; a 15-cell, 87½-degree model, and a large, 18-cell, 105-degree horn.

Levey Selects Story

Jules Levey's first of a series of pictures planned for overseas production may be "Jewels of the Madonna," a story by Ben Kerner and Joseph Reade. While the script was written originally for a New York background, Levey will transfer the locale to Rome or some other European city.

DeVry Cited for New Projector

Washington, June 14.—Rep. James E. Van Zandt (R., Pa.) inserted in the *Congressional Record* an article praising the DeVry Corp. for developing a new motion picture projector for the military services.

Van Zandt said the DeVry "JAN" projector was a "striking example" of the way America's industry stands behind the military program and is quick to supply every need of the fighting forces. The new projector, Van Zandt stated, "has greatly speeded and expanded training routines, improved morale, and enriched military life both in barracks and on shipboard."

Requiem Mass for Msgr. Masterson

A Solemn Pontifical Mass of Requiem, at which His Eminence Francis Cardinal Spellman presided, was celebrated at 11 A.M. Friday for Monsignor Patrick J. Masterson, executive secretary of the National Legion of Decency, who died last Tuesday. Celebrant of the Mass at St. Ann's Church, Manhattan, was Bishop William Scully, coadjutor Bishop of Albany, and the sermon was delivered by Rt. Rev. Msgr. John J. McClafferty, director of the School of Social Sciences at Catholic University.

Officers of Mass

Officers of the Mass were the Rev. Philip Nolan of St. Patrick's Church, Bedford, N. Y., assistant priest; Rev. John O'Donohue of Sacred Heart Church, the Bronx, deacon, and Rev. Thomas F. Little, assistant secretary of the National Legion of Decency, sub-deacon.

Also on the altar were Bishop Joseph F. Flannelly, administrator of St. Patrick's Cathedral, and Bishop Raymond Kearney, chancellor of the diocese of Brooklyn. The church was filled with friends of the late Monsignor, including many from the motion picture industry. Interment was in Calvary Cemetery.

Heavy TV Promotion For 'Louis Story'

"The Joe Louis Story," forthcoming United Artists release, will be promoted Coast-to-Coast on television for a three-month period over the networks' top fight telecasts, it was announced by Stirling Silliphant, producer. Also, heavyweight contender Coley Wallace, who plays the title role, will make appearances in fight arenas around the country and will be introduced from the ring as the star of the picture.

Silliphant will leave here today for a week's trip to Philadelphia, Baltimore and Washington to set preliminary promotion plans for the picture.

Tradewise...

(Continued from page 1)

stretched to 15 minutes without an explanation to the audience, the lights were turned down and with the audience fully expecting to see the remainder of the feature, a short subject went on, instead. Thereafter the lights went up and a Mario Lanza record was played. Still no explanation to the audience.

In succession, a newsreel was shown, another playing of the Lanza record, another short subject, then a collection was taken up for the New York *Herald-Tribune's* Fresh Air Fund, and then the Lanza record went on again. By that time, the patrons were filing out and the refunding of admissions had begun at the boxoffice. Still there had been no explanation made to the audience.

The manager's story to us was that nothing had gone wrong in his own booth but that he had been prevailed upon to loan half of his 3-D show to another theatre of the same circuit about a mile distant, where a projection breakdown had occurred. He had been promised that the film would be returned to him on time but a second projection mishap at the other theatre prevented that. The result was that instead of only one theatre's performance being ruined, audiences at both theatres had been disappointed.

The public has shown that it will wear glasses and it will accept films relatively wanting in story and performances, just so they are in the new medium. But if you can't put the show on the screen you not only forfeit your receipts but you unquestionably lose customers for your future 3-D programs. How often such incidents as the one described happen, we can only guess.

No exhibitor can afford to overlook anything that will help assure good projection of 3-D films in his theatre. The consequences are too great.

O'Donnell Speaks At Award For Whitbeck

HOLLYWOOD, June 14.—Robert J. O'Donnell, vice-president and general manager of the Texas Interstate circuit, was the principal speaker here at the presentation of the Publicists Guild's first "Tom-Tom" award to Frank Whitbeck, M-G-M executive.

O'Donnell's remarks summarized Whitbeck's long career as a showman.

Addresses were also delivered at the luncheon, held the Hotel Roosevelt, by Dore Schary, E. J. Mannix, Bill Thomas and Don Hartman.

Set Long Holiday

RKO Theatres' home office will be closed all day Friday, July 3, on the eve of Independence Day, reports Mary Tuttle, personnel director of the company.

NEWS in Brief . . .

Albert Dekker, actor, will be the featured speaker at the luncheon of the Variety Club of New York honoring its three past chief barkers. It will be held on Thursday at the Hotel Piccadilly. The past chief barkers to be honored are Max A. Cohen, Fred J. Schwartz and William J. German.

Chairmen of the luncheon, which will be open to all members of the industry, are: Edward Lachman, chief Barker; Martin Levine, first assistant, and Edward L. Fabian, second assistant.

Stage shows will return this summer to three houses of the Walter Reade circuit on the New Jersey shore.

The Savoy, in Asbury Park, on June 29 will launch a 10-week program of stage plays in conjunction with the "Moon Is Blue." Straight motion pictures will be resumed after Sept. 26. The Paramount on the boardwalk, also in Asbury Park, will present, together with a first-run picture, starting July 1, "Dancing Waters," a fountain display imported from Europe. At the Paramount in Long Branch, first-run screen shows will be transferred to the Strand, in the same city, starting June 28, when the Paramount switches to burlesque for the summer.

Four new regional representatives have been named by Jack Bernard, president of Rapid Film Technique, Inc., service organization specializing in processes to keep films in usable condition.

Bailey Films, Inc., Los Angeles, now will represent Rapid in 13 Western states; Swank Motion Picture, St. Louis, for Missouri and vicinity; International Film Bureau, Chicago, for the Illinois-Wisconsin area, and Delta Visual Service, New Orleans, for the South.

'Moby Dick' in 3-D Planned by Warners

HOLLYWOOD, June 14.—"Moby Dick," the Herman Melville novel, to be filmed from an original screenplay by John Huston and starring Gregory Peck, will be produced by Warner Brothers.

Jack L. Warner today stated that arrangements are being completed with Moulin Productions, Inc., for release of the film, which will be made with Warner's all-media camera for wide-screen WarnerScope projection in 3-D, and WarnerPhonic sound.

Murphy to Be in U-I Version of His Book

HOLLYWOOD, June 14.—Universal-International at the weekend announced the consummation of a deal with Audie Murphy under which the most-decorated-soldier will star in a film version of his book, "To Hell and Back."

Aaron Rosenberg will produce for U-I. Start is set for the fall.

Urges Care

(Continued from page 1)

information program, the report said, "should consider the advisability of establishing a motion picture advisory group especially with a view to minimizing further the number of objectionable commercial films which, when exported, tend to give a distorted picture of the United States."

The report noted that Motion Picture Association of America president Eric Johnston, in testimony to the sub-committee, had expressed the industry's willingness to cooperate with the government wherever possible. "This is an offer which the committee believes should not be ignored," the report stated.

Information Program Good

The sub-committee said it agreed with testimony it received which indicated the film portion of the overseas information program was generally a good one and should be continued. In fact, the film program fared very well in the sub-committee report, compared to the criticisms it made of the information program generally and of other individual media.

The strength of the film program lies in its "combined visual and audio appeal and its mass impact," the sub-committee said. It declared that the appeal of free motion pictures, regardless of content, is very great, especially in impoverished parts of the world, but warned against "the showing of films willy-nilly merely to attract mass attention for the moment." It also warned against showing pictures which play up the American standards of living to the point where they arouse envy and resentment, or against showing films which run counter to the customs and traditions of the country where they are shown.

"Continuous attention to and careful selection of subject matter must be emphasized in this program," the report said. It suggested that "wherever practicable," a nominal rental fee be charged for the use of films, a practice used in the British film program.

The sub-committee recommended continued use of mobile field units "where they are clearly beneficial to the program," but suggested that in many cases "local channels of distribution may be substituted for the units."

The sub-committee criticized the information program for not having shown enough interest in using television as part of the program, and strongly recommended more study of this possibility.

Sees Increases "Unwarranted"

The sub-committee said it believes that increases in the budget for the program would be unwarranted until the program "revamps and coordinates" its activities, but it added that it thought "drastic cuts" in appropriations should also be avoided. It asked the Senate to continue the sub-committee's life until Jan. 31, 1954, so that it could check up on the information program in Latin America and so that it could keep an eye on what action is taken on its recommendations.

Doris Day Re-Signed

HOLLYWOOD, June 14.—Doris Day has been signed to a new long term contract at Warner Bros. She will soon be seen in the musical, "Calamity Jane."

Iowa Exhibitors Crowded from 'Wailing Wall'; Distributors Hold Most of It

Des Moines, June 14.—Business in the Corn Belt is so bad that exhibitors have to vie with distributors for crying room at the Des Moines Film Row wailing wall, Charles Jones, operator of the Dawn Theatre, Elma, Ia., observed following a recent visit here. Jones is secretary of Allied of Iowa-Nebraska and Mid-Central.

"Isn't it just like distribution to want even more than its share of the wailing wall?" he remarks.

"When scientists say there is no such thing as a perfect vacuum, brother, they never heard of small town show business during planting, plowing and school-closing times," Jones says.

"We in the small towns are going to have to hang on until the new techniques, pictures and prosperity arrive. If the admission tax ever is removed we can hang on for a while longer. Then the next problem after you know what kind of equipment to install, will be getting pictures in the new techniques at a price that permits you to make a profit."

Wide-Screen

(Continued from page 1)

a short time before stereophonic sound will be available to theatres with seating capacities up to 1,500 at prices ranging substantially under those now being quoted," continued Blank.

"Today there is no doubt that the industry itself is in a state of confusion which has reflected upon the theatre-going public, wherein the public thinks 3-D is Cinemascope. However, all of this is a favorable sign for our business, inasmuch as the public is looking forward to the changes that are being made. I feel that it is imperative today that every theatre operator keep abreast with all the changes being made in our industry and give full cooperation to the film companies who, in turn, must keep in mind that the public is still buying entertainment."

"Three-dimension pictures are now at the place where they are being judged with 2-D with regard to quality, story value and stars. The productions must have box-office value. The novelty of 3-D is not sufficient to bring customers in at the box-office. The same will be true of Cinemascope and stereophonic sound," he said.

DuMont 3-D

(Continued from page 1)

our present stage of development, I believe that we can produce three-dimensional black-and-white receivers which will cost considerably less than color receivers." He said that 3-D television is already in operation in plants of the Atomic Energy Commission to enable scientists to handle radioactive material at a distance by using remote control devices.

Dr. DuMont received the Distinguished Public Service Award from the Society for his contributions as the "Pioneer of Television."

WB Film to Bow At First 3-D Theatre

VERNON, Tex., June 14.—The first theatre designed especially for the showing of 3-D pictures will open here June 30 with the premiere of Warner Brothers' "The Charge At Feather River." The 1,450-seat Plaza was halted in its initial construction stage and re-designed to meet the requirements of the new media.

The Vernon premiere will be the first of a series of Texas openings of the picture, which was filmed in three-dimensions, WarnerPhonic sound and WarnerColor.

Skiatron

(Continued from page 1)

Goes Wild" and "The Song of the Thin Man," M-G-M; "Murder My Sweet" and "Sister Kenney," RKO Radio; "The Reluctant Dragon" and "The Song of the South," Disney Productions. M-G-M and RKO Radio cooperated in the Phonevision test in Chicago.

A Skiatron spokesman, acknowledging that some film companies flatly refused to cooperate, held out hope that some others may join M-G-M, RKO and Disney before the demonstrations end. He blamed "red tape" for the lack of films during the opening days of the demonstration.

Show CinemaScope

(Continued from page 1)

industry and newspaper representatives.

Two showings of CinemaScope are scheduled for tomorrow at the Palace Theatre in Dallas. This will be followed on Friday with a single demonstration at the Criterion in Oklahoma City. Alex Harrison, home office representative, also will cover the latter showing.

New York Amends Its Building Code

Bills aimed at relieving the plight of theatre builders in New York City, mainly those of legitimate stage houses, were approved by Mayor Impellitteri at the weekend.

Major changes permit a structure to be built over stages for rental purpose. Another change lifts the limitation on the entrance of theatres at street level, permitting the entrance to be above or below street level.

A spokesman for the Metropolitan Motion Picture Theatre Association said the amendments clear up some antiquated features now in the city code.

Says Britain Will Continue Film Loans

LONDON, June 14.—The government will extend the life of the National Film Finance Corp. for another three years from next March 8, Lord Mancroft, government spokesman, told Parliament last week.

If the government cut off the N.F.F.C., which finances independent producers in Britain, the effects on the industry here would be disastrous, Lord Mancroft said.

'Robe' 1st Run

(Continued from page 1)

by James Smith, representing the Jackson Park, testified that he would not accept a limited run of 8, 10, or 12 weeks, but would consider only a run whose length "would be limited by the response of the public."

Predicts Heavy Installations

Lichtman also predicted that CinemaScope installations can be made at the rate of roughly 900 per month starting with January, 1954, and estimated the cost of the installations at from \$10,000 for a small theatre to \$20,000 for the largest theatres. Fox was represented by attorney Robert Bergstrom.

Judge Igoe also granted an extended run or eight weeks to United Artists' "Return to Paradise," but with the stipulation that the picture must be released to the outlying theatres immediately following completion of its first run. He overruled an objection by United Artists that they did not come under the jurisdiction of the court in regard to clearance with the observation that they had placed themselves under the jurisdiction of the court in regard to this particular film by petitioning for an extended run.

Few Others So Favored

The only other pictures granted unlimited runs since the handing down of the Jackson Park decree were "Gentleman's Agreement," which ran 25 weeks; "Hamlet," which ran 17 weeks, and "Portrait of Jenny," (which like "The Robe" required special equipment—extra horns) which ran three weeks.

AFM-AFRA

(Continued from page 1)

cluded agreements with Community, a closed circuit system of telecasting in communities which are not in the range of TV stations. The service, which operates on a yearly fee basis to subscribers and carries advertising, is using this Southern community as its pilot installation.

M-G-M Product

(Continued from page 1)

Broadway," "Knights of the Round Table," "Flame and the Flesh," "Julius Caesar," "Dangerous When Wet," "Latin Lovers," "The Actress," "Give A Girl A Break," "All the Brothers Were Valiant," "Mogambo," "Take the High Ground," "Easy To Love" and "Saadia."

Officers Reshuffled In Washington Tent

WASHINGTON, June 14.—The resignation of Gerald P. Price as officer and board member of Variety Tent No. 11 here, has resulted in several changes in official personnel. Price found it necessary to resign due to press of work as general manager of Glen Echo Park.

Jack Fruchtman, former second assistant chief barker, replaces Price as first assistant, while Alvin Q. Erlich, formerly property master, moves up to the second assistant post. Joseph Gins, Universal branch manager, takes the post of property master, while Hirsh de La Vize succeeds to Price's post on the board of governors.

A RIIP

She's a riot of laughs in



EVIE
ARDEN

as

OUR
MISS BROOKS

loved by millions on radio and television

ROARING FAMILY COMEDY!



I'M POP:
I hate the farm!



I'M SANDY:
I found out about
the birds...and
the minks!



I'M MOM:
You'll never get the
country out of a
ga! like me!



I'M RITCHIE:
I love Brooklyn...
you keep the farm!

mink!!

The chickens never got to bed when the
hilarious O'Connors moved to the farm!

HERBERT J. YATES
Presents

THE LADY WANTS MINK

Starring

DENNIS O'KEEFE

as Pop O'Connor

RUTH HUSSEY

as Mom O'Connor

EVE ARDEN

as the meddling next door neighbor

WILLIAM DEMAREST

who out-talks everyone but his wife

with **GENE LOCKHART** • **HOPE EMERSON**

Screen Play By DANE LUSSIER and RICHARD ALAN SIMMONS • Story By LEONARD NEUBAUER and LOU SCHOR

Associate Producer-Director WILLIAM A. SEITER • **A REPUBLIC PICTURE** Republic Pictures Corporation

TRUCOLOR BY CONSOLIDATED

U-I's SUMMER RELEASES

Three-Month Schedule Includes 3-D, Wide Screen, Stereophonic Sound, Standard Films and Color, All Backed by Heavy Promotion

UNIVERSAL-International has set for summer release a line-up of attractions dealing with a wide variety of themes ranging from romantic drama to outdoor adventure, all aimed at providing exhibitors from Coast to Coast with an opportunity to roll up strong summer grosses, according to Charles J. Feldman, general sales manager.

The releases are being backed with diversified promotional campaigns designed to create the maximum national penetration and keyed to deliver the greatest possible boxoffice draw for each and every exhibitor, David A. Lipton, vice-president in charge of advertising and publicity, announced in connection with the scheduling of the summer product.

3-D, wide-screen and stereophonic sound have been fused with U-I's use of Technicolor and outstanding name personalities to heighten the boxoffice potential of the summer releases. Glenn Ford and Barbara Stanwyck are two newcomers to the U-I ranks who are starred in pictures to be released during the summer months, and James Stewart heads the cast of "Thunder Bay," which goes into general release in August following

U-I Product for June, July and August

UNIVERSAL-INTERNATIONAL's summer releases, from now into late August, will be highlighted by 12 features of varied box office ingredients, William Goetz, head of production, has announced. The 12 are:



WILLIAM GOETZ

"Thunder Bay," starring James Stewart, Dan Duryea, Joanne Dru, and with Gilbert Roland, Jay C. Flippen, Marcia Henderson and Antonio Moreno. Produced by Aaron Rosenberg and directed by Anthony Mann, it is available for wide screen projection with stereophonic sound for theatres so equipped.

"It Came from Outer Space," available in 3-D for wide screen and stereophonic sound projection, it features Richard Carlson, Barbara Rush, Charles Drake, Russell Johnston and Joseph Sawyer,

and was produced by William Alland and directed by Jack Arnold.

"All I Desire," starring Barbara Stanwyck, Lyle Bettger, Richard Carlson, Lori Nelson and Marcia Henderson.

"Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," starring Bud Abbott, Lou Costello and Boris Karloff, with Helen Westcott and Craig Stevens.

"The Man from the Alamo," in Technicolor, starring Glenn Ford and Julia Adams.

"The Great Sioux Uprising," starring Jeff Chandler, Lyle Bettger and Faith Domergue. In color by Technicolor.

"The Cruel Sea," a Michael Balcon production for the J. Arthur Rank Organization of the best selling book of the same name.

"All-American," produced by Aaron Rosenberg and starring Tony Curtis, Lori Nelson and a group of All-American football players.

"Take Me to Town," starring Ann Sheridan and Sterling Hayden.

"Column South," in Technicolor, starring Audie Murphy and Joan Evans.

"Francis Covers the Big Town," starring Donald O'Connor and "Francis."

Also, the current J. Arthur Rank Coronation production "A Queen Is Crowned."

ALFRED E. DAFF: "In announcing our great line-up of box-office product for the summer, U-I again aggressively reaffirms its optimism and faith in the future of our great industry. During the next three months, as we have throughout the year, U-I once again will provide a continuous flow of outstanding attractions starring top box-office personalities, which are designed to meet the needs of exhibitors throughout the country. Here is a program of motion pictures conceived to provide the kind of popular entertainment that will attract the mass motion picture going public."



ALFRED E. DAFF

"Our production, distribution and promotion forces, which have earned for U-I the reputation as 'The Showmanship Company,' are mobilized for an even greater record of achievement in the months ahead."

a series of wide-screen and stereophonic sound engagements.

Also marked for extensive playing time during the coming weeks is U-I's first 3-D picture, "It Came from Outer Space," which is currently rolling up record grosses for a U-I picture in its early engagements, surpassing even "The Egg and I," "Mississippi Gambler" and "Bend of the River." This picture, a science-fiction thriller starring Richard Carlson and Barbara Rush, was the first 3-D to be presented in a regular theatre on a wide-screen when it had its world premiere at

the RKO Pantages and Hillstreet Theatres in Los Angeles and is available in this format for theatres installing the wide-screen as well as to theatres with 3-D screens, with or without stereophonic sound.

"The Cruel Sea," based on the Nicholas Monsarrat book which was on the American best-seller lists for 66 weeks, will also be launched during the summer months. It is currently being promoted through serializations in leading key city newspapers from Coast to Coast with photo layouts from the picture accompanying the serializations. The

MILTON R. RACKMIL, president of Universal: "Ever mindful of the day-to-day needs of the nation's exhibitors for a steady flow of strong boxoffice product from the studios in Hollywood to their local screens in this period of transition, Universal-International is again taking steps to insure this steady supply by scheduling for release one of its strongest line-ups of diversified pictures during the summer months."



M. R. RACKMIL

"However, we are keenly aware of our responsibilities toward the exhibitors for providing them with pictures encompassing the newest developments in motion picture production and exhibition. Maintaining a flow of U-I pictures in tune with the times is a responsibility readily undertaken by the entire Universal organization."

film is scheduled to receive important promotional support with a series of special features and pictorial layouts scheduled to break in leading national magazines and Sunday supplements during the coming weeks.

A highlight of the July releases will be "All I Desire," a stirring drama starring Barbara Stanwyck, Richard Carlson, Lori Nelson, Marcia Henderson and Lyle Bettger in the tradition of "Because of You," released last year. This picture is being backed by a heavy national magazine advertising campaign in 15 different publications having a combined circulation of 22,532,288 and an estimated readership of close to 90,000,000.

Two Campaigns

A second promotional campaign is being built around the thematic music of the picture with half a dozen recordings having already been made by leading record companies and the publisher of the song, Broadcast Music, planning the same all-out music campaign which helped launch the thematic music of "Moulin Rouge" to the top of the "hit parade."

Another July release which will receive intensive national promotion will be "The Great Sioux Uprising," in Technicolor starring Jeff Chandler, Faith Domergue and Lyle Bettger. This production follows in the U-I tradition of "The Battle of Apache Pass" and "Tomahawk" and plans call for a personal appearance tour to key and sub-key situ-

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Universal Releases

(Continued from page 6)

ations of a group of Sioux Indians from their South Dakota reservation. The picture will be given its world premiere in Chicago with Jeff Chandler making personal appearances and aiding in the advance promotion of the premiere.

The third July release will be "Francis Covers the Big Town," starring Donald O'Connor. This is the fourth picture based on the experiences of the famous "talking mule" who has helped exhibitors all over the country roll up record grosses to make this one of the most successful series in U-I's history.

The general release of "Thunder Bay," in color by Technicolor, starring James Stewart, Joanne Dru, Gilbert Roland and Dan Duryea, highlights the August list of releases from U-I. The national publicity generated by the pre-release world premiere on the wide-screen and stereophonic sound system developed by U-I at Loew's State Theatre in New York as the first feature motion picture to be presented in this manner, will be accelerated during the coming weeks to pinpoint the national release of the picture. The picture is receiving a national magazine and Sunday supplement advertising campaign in 10

different publications having a combined total national circulation of 32,582,161 and an estimated readership of well over 120,000,000. Among the magazines are *Look*, *Collier's*, the *Saturday Evening Post* and *This Week*.

A second important August release will be "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," with Boris Karloff again sharing billing with the two comedians as he did in the phenomenally successful "Abbott and Costello Meet Frankenstein" of a few years back. This picture has one of the biggest potentials of any Abbott and Costello film released in recent years and U-I will back the picture right down the line in key and sub-key engagements.

Glenn Ford Starred

Glenn Ford makes his debut under the U-I banner in "The Man from the Alamo," an outdoor drama in color by Technicolor stemming from the "Fall of the Alamo" and the heroic fight for Texas independence. Julia Adams is co-starred with Ford and the picture will receive a July pre-release territorial world premiere in Texas prior to its August release.

Scheduled for an August pre-release world premiere in Chicago to take advantage of the annual All-Star Football Game sponsored by the Chicago *Tribune*, is "All-American," produced by Aaron Rosenberg of "Bend of the River" and "Thunder Bay" renown, and starring Tony Curtis and Lori Nelson and a group of outstanding All-American football stars headed by Herman Hickman.



N. J. BLUMBERG
Board Chairman

BUSY ON 'U's SUMMER SCHEDULE



EDWARD MUHL
Studio V-P



CHARLES FELDMAN
Gen'l. Sales Mgr.



DAVID LIPTON
Adv.-Pub. V-P

SCENES from Universal-International summer releases, at right. Top photo: "Thunder Bay," in color by Technicolor, starring James Stewart, shown in group with Joanne Dru, Dan Duryea, Marcia Henderson and Antonio Moreno.

Second from top: Barbara Stanwyck, Richard Carlson, Maureen O'Sullivan and Guy Williams in scene from "All I Desire."

Third from top: Jeff Chandler and Faith Domergue in a scene from "The Great Sioux Uprising," in color by Technicolor.

Bottom: Jack Hawkins and Donald Sinden in scene from Michael Baleon's production for the J. Arthur Rank Organization, "The Cruel Sea," based on the Nicholas Monserrat best-seller.



How Much More Light for 3-D...Wide Screen?

When the screen found its voice more than a quarter century ago, the question, "How much will it cost?" was asked — if at all — from force of habit. Every showman knew he *had* to buy sound, just as he now sees the necessity for new equipment to handle the latest epoch-making projection techniques.

History Repeats

Exhibitors today are hurrying to exploit the terrific public interest in 3-D and wide screen showings — spending thousands and tens of thousands of dollars on new optics, screens, sound equipment... But what about screen lighting?

Light Losses Terrific

For 3-D and wide screen you need more light. *Much* more light. In almost every instance, *regardless of theatre size or present equipment*, you need **ALL THE LIGHT YOU CAN POSSIBLY GET!**

If that seems like a broad statement, just consider 3-D light losses, for example. Even with *two* projectors trained on the screen and

with screens of much higher reflectivity than before, you give your patrons only about *half* as bright a picture as you previously furnished with conventional films!

Wide screen — same story. In this new medium, projection light is distributed over *2½ times the area* of ordinary screens.

New Equipment the Answer

To repeat — you need *all the light you can get*. This means **NEW EQUIPMENT** — equipment to operate the higher-capacity carbons at maximum currents.

Give your patrons — and these great new entertainment media — the light they need. Don't delay — call in your theatre equipment supplier for a complete diagnosis of your projection lighting needs.

Look to NATIONAL
TRADE-MARK
**for Everything New
in Projector Carbons**

The term "National" is a registered trade-mark
of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
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District Sales Offices: Atlanta, Chicago, Dallas,
Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited
Montreal, Toronto, Winnipeg

AFM Talks on Industry TV Series Begin

Weitman Optimistic on Clearance by Musicians

Initial talks to gain the clearance of the American Federation of Musicians for the AB-PT's television show promoting the motion picture industry have been inaugurated by Robert Weitman, vice-president in charge of programming for American Broadcasting Company, a division of AB-PT.

Weitman, who said that other talent unions, such as the Screen Actors Guild have already approved the projected TV series, expressed optimism that the AFM would also agree. The projected series of TV shows, which has won the nod of the Motion Picture Association of America, is slated to kick off this fall.

Meanwhile, it was learned that

(Continued on page 10)

Reciprocity Bill Okayed

WASHINGTON, June 15.—The House today passed and sent to the Senate the Republican compromise bill to extend the Reciprocal Trade Agreements Act for another year, until June 12, 1954.

The Motion Picture Association of America and other groups have urged Congressional approval of the bill, and the MPAA has indicated that its plans

(Continued on page 9)

New Mexico Owners Reelect Ribble

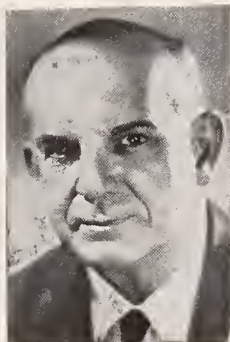
ALBUQUERQUE, N. M., June 15.—Tom Ribble of Albuquerque was re-elected president of the New Mexico Theatres Owners Association at the organization's three-day convention here last week.

Russell Allen of Farmington was

(Continued on page 9)

Republic Studios Expanding to Meet All New Media

Construction on four new sound stages at Republic's studios in North Hollywood was announced yesterday by Republic president Herbert J. Yates, who described the move as a "substantial expansion program to meet the rapidly advancing motion picture techniques."



Herbert J. Yates

"The new construction will bring our total number of motion picture sound stages to 18," Yates said. "This expansion, coupled with our newly completed Consolidated Laboratory, Hollywood building, built and equipped at a cost of \$2,000,000, and similar expansion of our East Coast laboratory facilities, will gear Republic for film production and processing in any and all dimensions," Yates stated.

The new stages, containing approxi-

(Continued on page 9)

Competitive Bidding To Milwaukee Towne

Chicago, June 15.—Opening the way to competitive bidding in Milwaukee, Federal Judge Julius Hoffman today entered an order, based on an opinion of the Court of Appeals, stating that distributors may offer pictures to the Milwaukee Towne Theatre on a competitive bid and that the Towne is entitled only to the privilege of licensing pictures on a fair and equitable basis.

1,422 Bookings Set On Warner's 'Beast'

Behind Warner's first Coast-to-Coast television and radio campaign blanketing all distribution areas in the United States and one of the most extensive nationwide newspaper advertising and publicity campaigns accorded a motion picture, the company has a set a record total of 1,422 territorial saturation bookings to date on "The Beast from 20,000 Fathoms," with more to follow, as arranged by

(Continued on page 9)

Delay Today's Vote on S-W Cinerama Deal

No Word Heard as Yet From Justice Dept.

Voting by Cinerama Productions stockholders on the proposed Stanley Warner-Cinerama deal will not take place today, as scheduled, it was disclosed here yesterday. The special meeting will be convened here, as planned, but a vote on the deal will be postponed, a Cinerama Productions spokesman stated.

The last-minute delay came as an S-W principal acknowledged that the Justice Department still has to be heard from. The views of the Justice Department were sought in light of any possible conflict of the Warner consent decree with the proposed deal.

However, principals gave no reason for the delay in voting, nor was any new date set for a vote by Cinerama

(Continued on page 10)

Variety Funds Tax Exempt

A ruling by the Bureau of Internal Revenue in Washington to the effect that the welfare fund account of Variety Club International's Tent No. 11 in the Capital is a tax-exempt organization under the U. S. income tax laws may be a precedent-setting edict, according to Ira Miernhardt, who handles tax matters for the New York tent. The Washington ruling stated that all contributions to the

(Continued on page 10)

Exhibitors Fear Product Shortage May Lie Ahead

By AL STEEN

While the industry in the past has always weathered threats of product shortages, exhibitors, nevertheless, are concerned now over the possibilities of a dearth of pictures in the near future. The old cry of there always has been a shortage of "good pictures" may be extended to include "any pictures" as a result of the slow-down in production during the current so-called transition period, some exhibitor leaders assert.

Sidney Again Named President of SDG

Hollywood, June 15. — The Screen Directors Guild of America today re-elected George Sidney as president for his third successive term.

Also elected were: Rouben Mamoulian, 1st vice-president; Fred Zinnemann, 2nd vice-president; H. C. Potter, secretary, and Leslie Selander, treasurer.

Col. H. A. Cole, national Allied States executive, said here that there is a definite threat that there will be insufficient product to meet the needs of exhibitors several months hence. He said he had been informed on the Coast that theatres may be faced with the danger of Hollywood producing only 100 pictures this year. From other sources, he said, however, it was indicated that Holly-

(Continued on page 9)

Sue Over Extra Man For 3-D Projection

St. LOUIS, June 15.—Fanchon and Marco Service Corp. and the Eden Theatre Co. of St. Louis, operators of the Fox Theatre, have filed suit in Federal Court here for an injunction

(Continued on page 10)

The **SWORD** and the **ROSE**
Walt Disney's
Another Triumph from Walt Disney, starring Richard Todd and Glynis Johns

BOOK IT
NOW!
All Live Action
in Technicolor

ADVERTISED
IN THE
JULY ISSUE
OF

Redbook

THE MAGAZINE FOR YOUNG ADULTS

• More than
5,750,000
Primary Readers

Personal Mention

AL DAFF, U-I executive vice-president, is scheduled to arrive here today from Europe.

JOHN G. VOLZ, publicity director of the Northwood Theatre, Baltimore, has been elected national secretary and treasurer of National Sojourners, Inc., with headquarters in Washington.

SAM GALANTY, Columbia Mid-Eastern division manager, will leave Washington, D. C., by plane today for Cleveland.

JAMES F. MCCARTHY, manager of the Stanley Warner Strand, Hartford, has been named to a 32-member Connecticut committee for Korean relief.

HARRY POPKIN, producer, and **MRS. POPKIN** will arrive in New York from Europe today aboard the *S. S. Queen Elizabeth*.

MILTON LEVINS, office manager and head booker for Warner in Albany, N. Y., is recovering at his home from a heart attack.

NORMAN GLASSMAN, general chairman of the Allied national convention in Boston Oct. 3-7, will arrive in New York today.

CHARLES WALTERS, M-G-M director, will arrive in New York in mid-July for a vacation here and in Nantucket.

MAX E. YOUNGSTEIN, vice-president of United Artists, left New York yesterday by plane for Hollywood.

JOHNNY GREEN, head of M-G-M music activities, is in Boston from Hollywood.

ARNOLD DENIS, producer, and his wife, **MICHAELA**, have returned to New York from Detroit.

H. M. BESSEY, Altec executive vice-president, left New York yesterday for Chicago.

Grainger Flying To Coast Confabs

JAMES R. GRAINGER, president of RKO Pictures, left here for San Francisco by TWA this morning to meet **Charles Boasberg**, general sales manager, and **Walter Branson**, assistant general manager, tomorrow. Boasberg and Branson have been touring the company's exchanges.

Grainger, Boasberg and Branson will proceed to Hollywood Friday for conferences with **C. J. Tevlin**, vice-president in charge of studio operations, and other RKO executives.

Two Ala. Theatres Sold

TALLASSEE, Ala., June 15.—The Roxy and Mt. Vernon theatres here have been taken over by the **Fred McLendon** circuit of Union Springs.

Review

"The 5000 Fingers of Dr. T."

(Columbia Pictures)

AFANTASY, built around a boy's hatred of playing the piano, is presented in this Stanley Kramer production. The villain, of course, is the piano teacher and before he is vanquished, an imaginative story in color by Technicolor, spiced with song and dance, is unrolled in 88 minutes of playing time.

This is a different story and should be offered to the public as such, with proper exploitation, in order to realize the picture's maximum box-office potential. As seen at the Criterion Theatre here, on its 1 to 1.85 aspect ratio wide-screen, with stereophonic sound, the film has a number of delightful moments. The boy, played by **Tommy Rettig**, is a winning personality, evoking a sympathetic audience reaction. The major weakness of the film, however, appears to lie in its script, written by popular cartoonist **Dr. Seuss** and **Allan Scott**. While it is different and imaginative, there are times when the script falls short of its intent, that of creating a boy's world of fantasy, rich in entertainment values.

The title refers to the diabolical plot of **Hans Conried**, the piano teacher with the moniker of **Terwilliker**, to force 500 boys to practice 365 days a year on a huge piano which accommodates 5,000 fingers. The plot, as indicated in a sequence, is all part of the little boy's dream. And what a dream it is! It is made up of characters looking like space men who are in the employ of the evil piano teacher. It consists of dungeons, wild musicians and most of all, hair-raising episodes. In the dream, the boy's widowed mother, **Mary Healy**, is under the hypnotic spell of the **Svengali-like** teacher. The hero, both in the dream and real world of the boy, turns out to be the neighborhood plumber, **Peter Lind Hayes**, who indicates a wish to marry the mother. All ends happily with the boy waking up.

Others in the cast are **John Heasley**, **Robert Heasley**, **Noel Cravat** and **Henry Kulky**. **Roy Rowland** directed, while **Dr. Seuss**, in addition to writing the screenplay from his own story, did the lyrics of many of the songs in the film.

Running time, 88 minutes. General audience classification. Release date, not set. **MURRAY HOROWITZ**

U.S. Supreme Court Rank Offers Rental Concession Program

WASHINGTON, June 15.—The Supreme Court finished up its regular business today for the current session and quit for the summer. It will not resume work until the beginning of October.

It has already agreed to hear arguments in the fall on two film industry cases—one involving first-run showings for neighborhood theatres and another involving a damage action over the **Partmar Theatre** in Los Angeles. Other cases involving film censorship and trade practices are on their way up to the court and can be filed during the summer, but will not be acted on until October.

Kositiski Is Named U.A. Branch Head

Stanley Kositiski has been appointed branch manager of **United Artists** Buffalo exchange by general sales manager **B. G. Kranze**. **Kositiski**, who has been serving as city sales manager in the Philadelphia branch, replaces **Mannie Brown** in Buffalo; **Brown** resigned.

A member of the industry since 1933, **Kositiski** was with **Warner** and **Eagle-Lion** before joining **United Artists**.

Samuel Lent Dies

TORONTO, June 15.—**Samuel Lent**, owner of the **Brock** and the **Kenwood**, Toronto theatres, died at his home here Friday. The funeral was held Sunday at the **St. Clair Avenue Synagogue**.

LONDON, June 15.—**J. Arthur Rank's** General Film Distributors has announced that it will start individual negotiations with exhibitors for a reduction in rental break-figures, with the condition that any theatre seeking relief must support its claim with certified business figures.

Other members of **Kinematograph Renters Society**, the distributors' organization, including the **American** companies, have refused hitherto to vary the rental formula. With **Rank** taking the lead, however, trade observers feel that other distribution companies ultimately may be obliged to follow.

The subject is sure to be on the agenda of the **Cinematograph Exhibitors Association's** annual convention, which opened at **Eastbourne** today. **CEA's** general council plans to authorize a vote of thanks to **Rank** at its session.

Another subject on the agenda will be the **Eady Plan**, with **CEA** expected to make it clear that exhibitors will not agree to a continuance of **Eady** in its present form.

Chicago Negro House Get 'Road' First Run

CHICAGO, June 15.—In a departure from usual releasing methods here, **M-G-M** will open "Bright Road," starring the **Negro** entertainers, **Dorothy Dandridge** and **Harry Belafonte**, at the **B. & K. Tivoli** and **Dudley Gazzoli's Imperial** theatres for its first Chicago showings on Friday. Both houses are in heavily populated colored neighborhoods.

N.Y.'s Mayor Would Back Eastern Center

If motion picture producers agree that it would be economical to place their Eastern production activities under one roof or on one lot, **New York Mayor Impellitteri** will back the proposed production center with his full support, the mayor said yesterday at a meeting of the executive council of the **New York Department of Commerce**.

The mayor pointed out that in the many times in the past that the production center has been proposed, the companies disagreed on a project that would place all the companies on a single lot. Four of the five TV networks, however, have signified their willingness to take space in a center.

Frank Connaughton, first deputy commissioner of the Department of Commerce, said here yesterday that he hoped to have a meeting this week or next with **Eric Johnston**, president of the **Motion Picture Association of America**, in order to get his feelings on the possibility of attracting five per cent of the major companies' production schedules to **New York**.

Altec Sound Clinics Will Be Continued

The stereophonic sound clinics of **Altec Service Corp.**, first of which was held **June 11** at the **Malco Theatre, Memphis**, will be continued, it was disclosed here yesterday by **E. O. Wilschke**, operating manager of **Altec**.

A second clinic will be held today at the **Palace Theatre, Dallas**, which, like the **Memphis clinic**, will be held in conjunction with a demonstration of **20th Century-Fox's CinemaScope**. **Martin Bender** and **Fred Pfeiff**, **Altec** engineers, will be in charge of the clinic.

\$20,300 for 'Pickup'

DETROIT, June 15.—**Twentieth Century-Fox's** "Pickup on South Street," in its first three days at the **Fox Theatre**, racked up a gross of **\$20,300**, beating full-week totals scored by numerous previous hits at the house, it is understood.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"YOUNG BESS"

JEAN SIMMONS **STEWART GRANGER**
DEBORAH KERR **CHARLES LAUGHTON**

color by **TECHNICOLOR** • An **M-G-M** Picture
plus Spectacular **STAGE PRESENTATION**

BURT LANCASTER
VIRGINIA MAYO
SOUTH SEA WOMAN
PARAMOUNT

in person
VIC DAMONE
KAREN CHANDLER
JOEY BISHOP • **BUNNY BRIGGS**
RICHARD HAYMAN
AND HIS ORCH.

Midnight Feature

NOW...as always

U-I DELIVERS!

NOW...More than ever before — you can

COUNT ON U-I!

....to deliver the pictures you need
when you need them! Here are 10 big
pictures for those big summer months...
All in U-I's profit proven tradition.

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that is profitable to the exhibitor.

Whether Wide-Screen...3-D...or Stereophonic
Sound, U-I will continue to meet the needs
of every theatre large
or small everywhere.



**SUMMER
TIME
IS U-I TIME
AT YOUR Box Office**



COLOR BY

Technicolor COLUMN SOUTH

Starring **AUDIE MURPHY · JOAN EVANS**

with **ROBERT STERLING · RAY COLLINS**

and introducing **PALMER LEE**

A GREAT BEST SELLER BECOMES A MAGNIFICENT MOTION PICTURE!

THE CRUEL SEA

By
NICHOLAS MONSARRAT

Starring
JACK HAWKINS · DONALD SINDEN · DENHOLM ELLIOTT · VIRGINIA MCKENNA

A J. ARTHUR RANK Organization Presentation • An EALING STUDIO Production

**NOW
PLAYING**



Starring **RICHARD CARLSON**



... *And* Universal-International's *BIG* highlight
of this Important Summer Season...



IT CAME FROM OUTER SPACE

3-DIMENSION

THE MIGHTY STORY OF THE MAN WHO FOUGHT
FOR THE BIGGEST BONANZA OF THEM ALL!

Neither a hurricane's fury,
a mob's blind hate nor a
woman's mocking lips
could stop him from
gambling his soul
for a billion dollar
dream of Glory!



Universal International presents

JAMES STEWART
JOANNE DRU
GILBERT ROLAND
DAN DURYEA

THUNDER BAY

COLOR BY *Technicolor*

with **MARCIA HENDERSON • JAY C. FLIPPEN • ANTONIO MORENO • ROBERT MONE**
Directed by **ANTHONY MANN** • Screenplay by **GIL DOUD** and **JOHN MICHAEL HAYES** • Produced by **AARON ROSENBERG**

Product

(Continued from page 1)

wood might turn out a maximum of 200 features in 1953. The sources pointed out that it wasn't so many years ago that 500 pictures a year was the average and, even then, there were "gripes" about insufficient product.

Cole said that because of faster playoffs, good pictures can be "dead" in a very short time. Both he and other observers said that return engagements of pictures seldom are profitable and that reissues are not the answer to the threatened situation.

In some quarters it was stated that should a shortage develop, it might lead to the establishment of single feature policies in areas where twin bills now are dominant. In this connection, Irving Lesser, producers' representative and a veteran showman, said "this is the day for change in methods and presentations." Because of the possibility of a limited flow of pictures in both conventional dimensions and new media, Lesser said that exhibitors should "husband all available product and go to single bills." Well balanced programs will draw the customers, he said, and would give new life to the short subject and news-reel fields.

Dual Reissues a Possibility

At a recent meeting of the Independent Theatre Owners Association here, the product shortage issue was discussed and there was a strong indication that many of the members planned to switch to single bills. The only alternative would be the double featuring of reissues, it was said. Some RKO theatres in New York already are announcing two important reissues on the same program.

The only answer to the threatened situation is a radical change in programming, exhibitors say, but there are still divided opinions as to what changes are most likely to prove practical and when they should be made.

1,422 Bookings

(Continued from page 1)

Ben Kalmenson, general sales manager.

It is understood that within three months the picture will have played off all of its important money dates. Simultaneously air programs in 11 areas embracing all markets in the country have aided in effecting one of the quickest playoffs in key and secondary runs demonstrated under modern releasing conditions.

It was also pointed out by Mort Blumenstock, Warner Brothers' vice-president in charge of advertising and publicity, that the nationwide sweep of television and radio is tied into, but does not supersede, the usual newspaper campaign in all local situations where Warner and exhibitors are co-operating in advertising.

Teleradio Men Engaged

Blumenstock has engaged Terry Turner and Dan Thompson of General Teleradio, Inc., to cooperate with the Warner advertising department in making special television and radio spots, and to work with the Warner field men in setting up proper placements for the national saturation job.

The cross country territorial saturation bookings will start tomorrow and Thursday in the Central district area simultaneously with the West Coast territory.

Television - - Radio

with Pinky Herman

CBS has signed its 117th affiliate, namely KIMA, Yakima, Wash., which starts operations July 15. . . . When Arche Mayers, vet film exec and prexy of Unity TV Corp. arrived on the scene at the Cinema Lodge golf tourney Thursday at Vernon Hills Country Club, he was greeted with "Hi there Mr. Plus 80." And well they might, for Unity's "Plus 80" major film productions is the most imposing array of TV fare offered by any independent co. to date. . . . 37 affiliates have signed the color supplement contract when and if FCC approves compatible NBCor telecasts. . . . The crowd attracted to the softball game Thurs. between Jackie Gleason's Poor Souls and CBS witnessed a rare combination of baseball, a bevy of beauties and mayhem. None of the participants proved themselves eligible for the baseball Valhalla at Cooperstown though Gleason did a swell job of emulating Nick Altrock. Jack Philbin was the fielding star of the game (the what?) while Bullets Durgum rated an assist (if he didn't keep Gleason well watered Jackie might have wilted in the sunshine). When we bade Lee Myers farewell at the end of the sixth inning the score was 64 to 37 give or take a dozen runs.

★ ★ ★

Al Span, who reversed Horace Greeley's field and came on from Hollywood to produce the "Red Buttons Show" will continue to ply his trade while carrot-top relaxes. He'll produce the "Larry Storch Show" CBStarting July 11 when it summer-replaces "The Jackie Gleason" series. . . . "Your Show of Shows" vocally Judy Johnson, currently trilling at the Saxony in Miami, will share top billing with Vic Damone at the Chicago Theatre, starting Jne 26. . . . Jack Sterling, CBStar of his own series and "The Big Top" TVehicle, marries Barbara MacGregor Sat. and they'll spend their honeymoon in Bermuda. . . . Versatile Larry Schwab Jr., director of "American Inventory," (NBC) "Blind Date" (DuMont) and "Quick As A Flash" (ABC) has been signed to produce-direct a dramatic feature film, "Experiment In Crime." Story by Philip Wylie, will be shot in Florida starting Aug. 2 with J. Burgi Contner heading the camera crew. . . . Scant hours after Philip Morris failed to pick up the option on "My Little Margie," (Version) starring Charles Farrell and Gale Storm which fades July 30, producers Hal Roach Jr. and Roland Reed sold the package to NBC who already has 3 sponsors bidding. Look for this same network to grab the radio program also when the CBS rights expire in September. . . . Don Hillman, after five years with NBC as Producer-Director, has resigned to free-lance. Don merely copped the Peabody Award and Freedom Foundation Award to mention but two of many achievements. . . . Can't understand howcome NBChantootsie Jane Pickens isn't featured on a TV show on her own?

★ ★ ★

With the signing of Mac Davis, Guild Films will make a series of five-minute TV films titled, "They Made Sports History." Davis for several years was assistant to Bill Stern, dean of NBC's sports dept. . . . Bernie Foyer, theatrical agent and producer has acquired complete performing rights to Henrik Van Loon's best-seller, "Story of Mankind." Foyer plans to make a series of telefilms in both color and black & white with the first release of the latter scheduled for mid-Sept. . . . Roger Coleman's Decca platter of "The Mission Bells" will zoom the handsome warbler into the big time. . . . Ork pilot of the "Milton Berle Show" Allen Roth, after five years with "Mr. TV," has proved himself one of the ablest batoneers in TV. He started his musical career as conductor of the orchestra at the Missouri Theatre in St. Louis at the age of 17, probably the youngest in the country. . . . Dorothy Lovett, recently heard opposite Robert Young in the radio series, "Father Knows Best," has joined her film director hubby, Jack Hively in N. Y. and will resume her TV and radio chores here. . . . Comie Jackie Kannon's hilarious routines in his debut last Saturday on "The Hoagy Carmichael Show" via NBC earned him three additional bookings on this program. Smiling Harry Wismer emcees a new variety giveaway program, "Wonderful City," which bowed in yesterday over the entire Mutual radio net of 564 stations across the board (10:30-11:00 A.M.); Produced by Mel Bailey and will feature songsters Jimmy Carroll, Lois Hunt, and Nat Brandwynne's ork and is sponsored by Holland Furnace.



Al Span

Sound Stages

(Continued from page 1)

mately 250,000 cubic feet, are to be joined, but they will be acoustically isolated by specially designed sound barriers which permit set construction to be carried on simultaneously with sound production in progress on adjoining stages.

"In looking forward to ultimate standardization of motion picture processes so that a minimum of hardship would be placed on both producer and exhibitor, Yates said that Republic's new expansion program would enable the film company to produce between 18 and 20 top budget pictures a year," according to a home office statement.

Reelect Ribble

(Continued from page 1)

elected first vice-president; Mrs. S. E. Allen of Lordsburg, second vice-president, and Boyd Scott of Roswell, secretary-treasurer.

The new officers chose Roswell as the site for next year's meeting.

During the business sessions, a bright financial future for CinemaScope was predicted by Herman Wobber of 20th Century-Fox. He reviewed the problems of the industry when sound was introduced, comparing the frustrations of film studios and theatre owners then to the third dimension problems of which are being felt today.

Wobber predicted that by Oct. 1, CinemaScope will be installed in 500 theatres, and by Jan. 1, 1954, 1,500 theatres will have the equipment.

Joe Chantry of the Ballantyne Co., Omaha, set Sept. 1 as the delivery date for its new process equipment package.

Chill Wills was a guest at the closing banquet. About 300 delegates attend the meeting.

Reciprocity

(Continued from page 1)

for overseas offices to achieve expanded world markets hinge to a considerable degree on the success of the measure.

Speedy Senate action is expected. In addition to extending the present program, the measure also sets up a 17-man commission to study U. S. foreign economic policy.

Lewis Allen Weiss Dies at Coast Home

HOLLYWOOD, June 15.—Lewis Allen Weiss, former president of the Don Lee Broadcasting System and at one time director of the Mutual Broadcasting System, was found dead today in his Beverly Hills home by his wife, who told the police her husband had been inactive during the past year as a result of serious illness.

Weiss was born in Chicago on May 8, 1893, and was educated for the law at Kent College and the University of Southern California.

Following service as captain of Cavalry in World War I, Weiss joined the Hearst newspaper organization, later becoming assistant general manager of WJR, Detroit, and subsequently vice-president and general manager of the Don Lee Broadcasting System and chairman of the board of Mutual Broadcasting System. He retired in 1950.

Cinerama

(Continued from page 1)

Productions stockholders on the deal. To fulfill legal requirements, it was stated, today's meeting will be convened and then adjourned. Whether some late opposition to the proposed deal had arisen among important Cinerama Productions stockholders, or whether new hitches had developed in negotiations, was learned.

Meanwhile, it was learned from one of the principals that there will be no move on the part of Stanley Warner to put S-W executives on the board of directors of Cinerama Productions under the projected agreement. The spokesman ruled out any possibility of S-W executives joining the Cinerama Productions board. He said that the subsidiary company to be formed would be 100 per cent owned by Stanley Warner, indicating S-W's role would be confined to management and operation of theatres.

Two Provisions Cited

The two provisions in the Warner consent decree which could come under the province of either the Justice Department or the courts, it was pointed out, are these: The decree says that the new theatre company cannot engage in distribution except with the approval of the court and on notice to the Department, and with a showing that such distribution would not unreasonably restrain either distribution or exhibition. It was noted that the decree underlines distribution rather than production. One provision of the proposed Stanley Warner-Cinerama deal calls for S-W financing of the next Cinerama production.

The proposed deal calls for the financing of theatre installations and the next Cinerama production in return for a 50-50 division of the proceeds from exhibition which will be allotted between Cinerama Productions and the Stanley Warner subsidiary company.

Variety Funds

(Continued from page 1)

Variety Club tent in that city are deductible for income tax purposes.

The bureau found that the welfare fund account was "organized and operated exclusively for charitable purposes."

Because each internal revenue bureau has local autonomy, the welfare accounts of the various tents must be approved by the bureaus in their respective cities. Miernhardt said here yesterday that the Washington ruling might pave the way for all Variety Club tents to follow the pattern of Tent No. 11.

Sue Over Extra Man

(Continued from page 1)

to restrain AFL Operators Union Local No. 143 from "forcing" the operators to hire three, instead of two, projectionists.

A spokesman for the operators said the dispute arose over the recent showing of a 3-D picture. The spokesman said that the union insisted that three projectionists be hired for the showing, instead of the two employed for showing regular pictures.

A representative of the plaintiffs said "it is the union's contention that three men are needed on 3-D showings because of the stereophonic sound equipment used with this type film."

Review

"White Witch Doctor"

(20th Century-Fox)

SUSAN HAYWARD, who led all members of her sex in the most recent Quigley Publications "Money-Making Stars" poll of exhibitors, portrays here in color by Technicolor a nurse who devotes herself to the service of the sick in the African fastness and survives the perils inherent in that mission. This is a set of facts that should be sufficient to sell nearly anybody a ticket to a theatre exhibiting this production. Additionally, her studio has cast Robert Mitchum alongside her (as he was in "The Lusty Men" and Walter Slezak opposite both of them, as of the final stretches of the film, by way of creating a climax to quit on. With these three personalities and Technicolor for the marquee, the picture ought to do all right for exhibitors almost anywhere.

It is unfortunate, although probably not fatally so in a box-office way, that the production doesn't measure up, entertainment-wise, to the promise of its billing. It is interesting to look at, including as it does some genuine African footage, but the screenplay by Ivan Goff and Ben Roberts generates no suspense to speak of, possibly because the novel by Louise A. Stinetorf on which it is based did not supply the makings of any. Possibly also because animal life, which figured so importantly in the topically similar "King Solomon's Mines," is not featured as importantly as might have been helpful to a cold story. Miss Hayward is as effective as could have been expected as the duty-driven nurse whom Mitchum, a pretended animal-trapper who actually is partner with Slezak in a quest for jungle gold, guides up-river against his own wishes, protects in various instances of peril, and eventually reconciles with romantically. Mitchum and Slezak are okay enough in their paper-thin roles, too, but events move so slowly, with Mitchum forever interpreting native dialogue for the nurse, and *vice versa*, that there is virtually no illusion of reality at any point.

Others in the cast are Mashood Ajala, Joseph C. Narcisse, Elzie Emanuel, Timothy Carey, Otis Greene, and many more.

Production is charged to Otto Lang, and direction to Henry Hathaway.

Running time, 96 minutes. General audience classification. For July release

WILLIAM R. WEAVER

3-D, Wide-Screen Films Spark B'way

Wide-screen and 3-D films along Broadway are holding up fairly well with an excellent \$27,000 indicated for the fourth and final week of 3-D "Fort-Ti" at the Criterion. The theatre's next attraction, "The 5,000 Fingers of Dr. T," which will be presented on a large screen with stereophonic sound, opens on Friday.

\$21,000 at Victoria

At the Victoria, a nice \$21,000 is seen for the second week of "Sangaree," another 3-D film. "Thunder Bay," projected on a wide-screen with stereophonic sound at Loew's State, is expected to take in a fine \$15,000 for its fourth and final week. It will be superseded tomorrow by "It Came from Outer Space," 3-D film.

The Astor Theatre will close down for two weeks, beginning tomorrow, for the installation of a new panoramic screen and projection equipment in conjunction with the July premiere of "Stalag 17."

Phelps, S-W Labor Director, Dies at 68

Frank N. Phelps, 68, director of labor relations for Stanley Warner, died yesterday at New Rochelle Hospital, following a heart attack on Thursday. He had been ill, however, for a long period.

A native of Omaha, Phelps had been in show business since 1906 when he handled dramatic shows in the Midwest. At various times he was a representative of the Shuberts, division manager for the Orpheum circuit and district manager for Warner Brothers, a post he assumed in 1930. He became head of labor relations in 1934. He is survived by his widow, two daughters and five grandchildren.

Hollywood, June 15

Industry TV

(Continued from page 1)

AB-PT is working on a pilot film, culling reels of major companies and selecting personalities. Although no contract between MPAA and AB-PT has been signed as yet, both parties are going ahead with the plan to promote the industry via TV.

Ten film companies, including United Artists, which is not a MPAA member, will participate in the series of 30-minute weekly TV shows. Under the project, each company will submit four films for each 13-week cycle. Reels from the four films will be utilized for the show, it was stated.

The cooperation of the guilds was gained by offering the net proceeds from the series to the Motion Picture Relief Fund, if the series is sponsored, and a flat sum if the programs are sustaining. It is this factor which also is expected to win the cooperation of the American Federation of Musicians.

Princess Margaret At 'King' Premiere

LONDON, June 15.—Radiating Coronation pomp, 20th Century-Fox's "Sailor of the King" was world premiered at the Odeon Marble Arch Theatre before a distinguished audience headed by Princess Margaret, Earl Mountbatten and Countess Mountbatten. The picture is being released in England under the title "Single-Handed."

Thousands of Coronation visitors and citizens of London jammed the area to view the arrival of socialites and prominent figures who filled the theatre. The premiere was a special charity event, with proceeds being given to the British Empire Service League.

'Queen Is Crowned' Heading For Record \$20,000 in Boston

BOSTON, June 15.—U-I's "A Queen Is Crowned" has broken every house record at the 1,300-seat Exeter Street Theatre and will probably chalk up a new high for the week ending Saturday with an expected \$20,000. A new price of \$1.00 top was put on for this picture against the regular 80-cent top. Lines are forming extremely early on weekdays and the theatre opens at 1:45 P.M., a half hour earlier than usual, to make room for an extra show, making five in all.

Baltimore Record in Sight

BALTIMORE, June 15.—"A Queen Is Crowned" opening at the 400-seat Playhouse, an art theatre here, is breaking all records with a likely \$10,000 for the first week. This tops the same theatre's previous largest gross claimed for "Come Back, Little Sheba" which was presented at increased prices. Manager James Gladfelter states the schedule will have to be changed to include extra showings.

To End Concessions Talks Here Today

Theatre Owners of America's concessions committee will wind up two days of conferences here today in conjunction with a committee of the National Confectioners Association.

Leon Levenson, chairman of the TOA committee, will address the confectioners convention at the Hotel Waldorf Astoria on Thursday.

Lloyd Suing RKO For Pact Breach

HOLLYWOOD, June 15. — Harold Lloyd has filed suit in superior court here against RKO Radio Pictures, Inc., and California Pictures Corporation asking \$750,000 damages on the ground that the defendants violated a contract made with him by failing to give him star billing on the film "Mad Wednesday" and, by such failure, damaged his professional reputation and standing in that amount.

Lloyd charged that the contract was entered into on Sept. 10, 1945, for his services in "The Sin of Harold Diddlebock," later re-titled "Mad Wednesday," stipulating that he was to be given star billing on the picture and also in advertising, publicity and other promotion.

Warners to Handle Wilcox's 'Opera'

LONDON, June 15.—Herbert Wilcox's production of "The Beggar's Opera" will be distributed in the Western Hemisphere by Warner Brothers, Wilcox announced here. The film is currently in an extended run engagement at the 600-seat Rialto in Leicester Square here. The intention is to book it on similar indefinite runs in key provincial cities.

Mann Rites Today; WB Pathe Engineer

Funeral services will be held today at the East Hampton, L. I., Episcopal Church for R. G. Mann, chief engineer of Warner Pathe News, who died of a heart attack Saturday in East Hampton.

Mann had been with Pathe News and its successor, Warner Pathe, for 21 years, having previously been with 20th-Fox Movietone News. His widow and two children survive.

Nord Process Claims 3-D At Near 2-D Cost

**Edward Lachman Named
Sales Head of Company**

By AL STEEN

Three-dimensional pictures on a single film strip and with no interlocking of projectors were demonstrated here yesterday by Nord Process, Inc., of Minneapolis. While the images projected were on a par with 3-D pictures now on the screens, the big advantage of the Nord system apparently will be the economy of operation to both producers and exhibitors. The process eliminates the necessity of double prints, large-reel magazines, intermissions,

(Continued on page 6)



Edward Lachman

S-W and Cinerama Talks Continue

Negotiations in the Stanley Warner-Cinerama deal are continuing, a Stanley Warner spokesman disclosed here yesterday, spiking reports that the deal was off.

The reports grew out of the last-

(Continued on page 6)

New Media Double Grosses in Buffalo

Buffalo, June 16. — Third dimension, wide-screens and stereophonic sound are putting new life in summertime business in this city. A good example of what the new media are doing is the current showing of "Shane," on a full-stage screen and with stereophonic sound at the Paramount, at advanced prices. The first week's gross will be more than double the average gross and a second week will start Friday. The picture, new screen and sound had a terrific advance campaign.

Producers May Be Offered Services Of Booking Group

DETROIT, June 16.—The services of the proposed national booking-and-buying organization, the groundwork for which was set at a meeting in Chicago earlier this month, are expected to be offered to Hollywood producers, it was learned here today.

Under the proposed setup, a producer who might tie up with the booking organization would be assured of a substantial number of playdates without any sales effort by his own selling organization. It was indicated that a producer, especially an independent, could depend on as many as 3,000 engagements on his picture as soon as it became available.

While details of the proposed buying syndicate are still being kept under wraps, the fact that 3,000 playdates would be assured to a participating producer is interpreted in trade circles here as meaning that the organization will function on a nationwide scale, embracing a large number of existing booking-buying groups.

The manner in which a producer would tie up with the syndicate has not been revealed.

Lichtman, Einfeld To See New Films

Al Lichtman, 20th Century-Fox director of distribution, and Charles Einfeld, vice-president, will leave here for California by plane on Friday to view first prints of the company's initial three CinemaScope-color in Technicolor productions, "The Robe," "How to Succeed in Business Without Really Trying" and "The Millionaire."

(Continued on page 7)

J. J. O'Connor Heads Pioneers Committee

Universal executive John J. O'Connor has been named chairman of the finance committee of the Foundation of the Motion Picture Pioneers by Jack Cohn, president.

Others named to this committee for 1953-54 were Ned Depinet, William German, Maurice Bergman, Harry J. Takiff and Marvin Kirsch.

Says 3-D Adds to Arbitration and Streamlining Need

The introduction of extra-dimensional films may effect some change in the pattern of physical distribution but, regardless, "the need for streamlining our basic machinery for getting pictures to theatres remains, and active study of the problem continues," Eric Johnston, Motion Picture Association of America president, says in his annual report.

Johnston referred to talks initiated early last year which produced suggestions for the consolidation of film handling, inspection and shipping in order to effect distribution economies. Apart from indicating that the streamlining of distribution still is under study, Johnston's report does not disclose any progress made toward that objective in the past 15 months or more.

On the efforts to advance an industry arbitration system "to reduce the

(Continued on page 7)

Johnston Sees New But Costly Era For Films

**MPAA Head Optimistic
Over Industry's Future**

Dramatic developments in three-dimensional and wide-screen projection, plus stereophonic sound, have placed the American motion



Eric Johnston

picture industry on the threshold of an era that will "open new horizons in film entertainment to the world-wide public." This forecast was made here yesterday by Eric Johnston, president of the Motion Picture Association of America, in his

annual report to member companies. Referring to the technical developments, Johnston said that "these

(Continued on page 7)

Stevens, McCarey in Roach-Gold Setup

George Stevens and Leo McCarey, producer-directors, will be associated with the newly-formed Roach-Gold Productions which plans to produce four high-budget pictures in its first year. Stevens and McCarey will produce for the company on a non-exclusive basis.

Harry L. Gold, who, with Hal

(Continued on page 6)

Para. Develops New Sound System with Five Tracks

HOLLYWOOD, June 16.—A stereophonic sound system, providing five magnetic sound tracks on the film, has been developed by Paramount Pictures, the studio reported here today.

The studio disclosed that the system has been submitted to the Motion Picture Research Council for adoption by the industry, claiming it is compatible with the stereophonic sound systems of all studios.

The studio stated that the five sound tracks operate three loudspeakers back of the screen and two sets of auditorium speakers. The studio also claimed that it is the "industry's first system for the standardization of stereophonic sound on the picture film."

Y. Frank Freeman, Paramount vice-

(Continued on page 6)

To See CinemaScope In Projection Room

A special demonstration of CinemaScope will be held in the 20th Century-Fox home office Little Theatre for trade press representatives tomorrow. Al Lichtman and Charles Einfeld are staging the demonstration to permit an appraisal of the effectiveness of CinemaScope for small theatre installations.

Quota Relief for Duals Promised

London, June 16. — Some supporting program quota relief will be granted to theatres which normally play double features, the Board of Trade announced today following consultation with the Films Council.

The present supporting program quota is 25 per cent. The indicated relief would apply during the quota year beginning next Oct. 1.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, is expected back in New York from Europe over the weekend.

ELMER F. LUX, head of Elmart Theatres, Buffalo, and **MURRAY WHITEMAN**, past chief barker of Tent 7, Variety Club, have left for a vacation in the French River district of Ontario.

LOUIS WEINTRAUB, sales promotion manager of Pavelle Laboratories, has been elected vice-commander of the Advertising Men's Post, American Legion.

AL CHESNES, **JACK HAMMER** and **ROBERT DRESSLER**, Paramount TV engineers who handled the telecasting of the Coronation, returned here yesterday from London.

BARNEY BALABAN, Paramount president, and **MRS. BALABAN**, will extend their stay in France and Italy until the end of June.

JOSEPH WALSH, Paramount's manager of exchange operations, is due back in New York tomorrow from a Midwest business trip.

M. R. RACKMIL, Universal president, will return to New York from Europe early next week.

DICK POWELL, RKO Radio actor-producer-director, returned to the Coast yesterday from New York.

BELLE MEYER, formerly with **SAM SEIDELMAN**, has joined Madison Pictures, Inc., here.

BERNARD M. KAMBER, vice-president of Ivan Tors Prod., has returned to New York from Hollywood.

LOUIS ASTOR, Columbia sales executive, has left New York for a tour of Western branches.

SIDNEY S. KULICK, of Bell Film Exchange, visited Buffalo on his way back to New York from Columbus.

OSCAR MORGAN, Paramount's short subjects and newsreel sales manager, will return here today from Toronto.

ERIC JOHNSTON, Motion Picture Association president, returned to Washington last night from Spokane.

MIKE TODD, a principal in the Magna Theatre Corp., left here yesterday for Buffalo.

THERON WARTH, producer, has arrived in New York from Hollywood.

Conn. Drive-in Completed

HARTFORD, June 16.—The Manchester Drive-in at Bolton, Conn., built by Manchester Drive-in Theatre Corp., Hartford, has been completed and is scheduled for opening late this month.

Reviews

"Let's Do It Again"

(Columbia)

BACK in 1937 Columbia produced "The Awful Truth," starring Irene Dunne, Cary Grant and Ralph Bellamy. Leo McCarey won an Academy Award for his direction of that farce by Arthur Richman and exhibitors will recall that it was one of the big money-makers of the year. "Let's Do It Again" is a re-make of that hit, brought up to date and inoculated with some breezy, modern touches, dances and songs. In the new version, Jane Wyman, Ray Milland and Aldo Ray portray the roles previously handled by Miss Dunne, Grant and Bellamy. Alexander Hall directed and Oscar Saul produced.

Judging by the laughter that echoed through the theatre at a sneak preview in New York, "Let's Do It Again" has not lost any of the charm of its original. It is lively, highly sophisticated and interest-sustaining throughout. Miss Wyman and Milland turn in fine performances as the married couple who, through a misunderstanding, are separated and re-united just a few seconds before their divorce decree becomes final. Aldo Ray is tops as an Alaskan millionaire who almost breaks up the possibility of a reconciliation.

The story concerns Miss Wyman and Milland whose marriage has survived some rough emotional weather. When she learns that Milland's business trip to Chicago is fictitious and that he has been bouncing around with Valerie Bettis, a torrid dancer, she retaliates by cooking up a yarn that she has been lost on a Connecticut back road with Tom Helmore, an eligible bachelor. This all leads to the filing for a divorce by Miss Wyman and a number of hilarious complications that become straightened out before the decree is finalized.

The situation reaches a climax when Milland, now engaged to socialite Karin Booth, goes to a party given for Miss Booth's somewhat snooty and conservative parents. Miss Wyman, realizing she wants her husband back, goes to the party posing as her own sister and shocks the family by doing an imitation of Miss Bettis' Zambesi ritual dance. Needless to say, Miss Wyman and Milland are brought together again in the nick of time as the clock approaches the zero hour.

The screenplay by Mary Loos and Richard Sale captures the spirit of the original. It is enhanced by fine color by Technicolor. Others in the cast are Mary Treen, Richard Wessel, Kathryn Givney and Herbert Hayes.

Running time, 95 minutes. General audience classification. For July release.

AL STEEN

"Arrowhead"

(Paramount)

Hollywood, June 15

PRODUCER Nat Holt, camera conqueror of the great outdoor West, and a mighty well grounded practitioner of box-office showmanship, presents here in telling color by Technicolor a story of Indian-Cavalry conflict such as the screen hasn't seen in a long, long time. With tall, laconic Charlton Heston mainstaying the whites, and with slim, sinister Jack Palance masterminding the reds, producer Holt sends his players through a series of mounting crises written for the screen and directed by Charles Marquis Warren (based on a novel by W. R. Burnett) that culminates in a climax of smashing impact. This is Cavalry-Indian melodrama in the original manner, as of the era when writers and producers contended (unbecomingly but most dramatically) that the only good Indian is a dead Indian, and there is plentiful biting of the dust on both sides before it is over. There is freshness of story and pronounced deviation from immediate precedent, and there are well defined portrayals by Brian Keith, Milburn Stone, Richard Shannon, the personable Katy Jurado and Mary Sinclair, to guarantee the production's exhibition success. It can't miss.

The story, taken in part from military records, features Heston as a Cavalry Chief of Scouts who is well versed in the ways of the Apache by reason of having been adopted by them in infancy and reared in their beliefs and customs. When he attempts to prevent a Cavalry column from riding into ambush he is discharged by Lt. Shannon, who has taken the Apaches' word that peace will prevail, but he does not leave the area. Back from American school comes Palance, son of an Apache chief, to stir up his fellow tribesmen to drive the whites out of the territory, and from then on, through complications too numerous and intricate for synopsis, warfare, both secret and open, is waged, with Heston and Palance matching wit for wit and muscle for muscle to the conclusive end.

Running time, 106 minutes. General audience classification. For August release.

WILLIAM R. WEAVER

J. S. Zamecnik Dead

LOS ANGELES, June 16.—J. S. Zamecnik, composer associated with the film industry since its early days, is dead here at the age of 81. Zamecnik started his career with Sam Fox Publishing Co. in New York, writing many of that company's hits. He is survived by his widow, Mary Barbara, and two sons, Walter and Edwin.

Canadian Imports Rise

OTTAWA, June 16.—Importation of films into Canada has continued to rise in value so far in 1953 month after month, the Canadian government says, disclosing the total of \$1,958,000 in the first quarter against \$1,487,000 in the same period of 1952. Film imports amounted to \$535,000 in January, \$622,000 in February and \$801,000 in March.

Upbeat

The new screen dimensions receive eye-catching treatment, certain to arouse widespread public interest, in the June 30 issue of *Look* magazine.

The color cover and seven inside pages with illustrations, some in color, are devoted to explanations and examples of the new processes, all presented in distinctly upbeat fashion.

Services Today for Benjamin Fielding

Services will be held at 2:15 P.M. today in Riverside Memorial Chapel for Benjamin Fielding, 44, Loew's executive who died Monday night in Doctors Hospital here.

Fielding's executive post at Loew's, which he joined in 1948, comprised industrial engineering, labor relations and employer-employee liaison. His association with the organization followed years of service to the City of New York as Commissioner of Licenses and Commissioner of Welfare.

As Commissioner of Licenses, Fielding took a strong stand in favor of decency in the entertainment field. Among other activity in this direction, he was instrumental in preventing the public showing of Howard Hughes' "The Outlaw" until the film's advertising was brought within the bounds of good taste.

Following his work for the city, Fielding was research director for the Congress of Industrial Organizations in this state and executive secretary of the American Labor Party.

He is survived by his widow, the former Ann Dorson, and a daughter, Mary.

Music Hall Installs RCA Stereo Sound

CAMDEN, N. J., June 16.—Radio City Music Hall in New York has been equipped with an RCA stereophonic sound system, it was disclosed here today by J. F. O'Brien, manager of the RCA theatre equipment section.

He reported that the Criterion Theatre on Broadway has also been equipped for stereophonic sound by RCA. O'Brien added that RCA installations have averaged more than two a day during the past month, and that it is expected this figure will be increased during the coming months.

'Opera' U. S. Debut At Baronet in N. Y.

"The Beggar's Opera," Herbert Wilcox-Sir Laurence Olivier production, will have its American premiere in August at the Baronet, New York theatre of the Walter Reade circuit. Warner Brothers will distribute in the Western Hemisphere.

The film stars the co-producer, Sir Laurence; Stanley Holloway and Margot Grahame.

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'Melba' Campaign Gains for Premiere

With stores and businesses cooperating, the local campaign for the premiere of United Artists' "Melba" is gaining momentum, U.A. stated yesterday. The opening is set for June 24 at the Capitol Theatre.

Fifteen hundred celebrities will attend the premiere, under the auspices of United Cerebral Palsy of New York City, with radio and television networks covering the event, said U.A.

Coast-to-Coast attention will be focused on "Melba" as a result of premiere coverage by the American Broadcasting Co. video and radio networks and newsreel, newspaper and press service representatives, as well as by NBC's follow-up radio and television broadcasts.

Backed by a national advertising budget of \$500,000—equal to that provided for United Artists' current "Moulin Rouge"—and aided by a \$50,000 music-promotion budget, the campaign for the world premiere is blanketing all of New York.

Five W. B. 'River' Openings in Texas

Warner Brothers' "The Charge at Feather River," following its debut on June 30 at the new Plaza Theatre in Vernon, Tex., will be given four additional premieres in key cities in that state. The picture, in 3-D, Warner-Phonic sound and WarnerColor, will open in Houston on July 1, in San Antonio on July 2, in Dallas on July 3, and in Fort Worth on July 4.

Stars of the picture will make personal appearances at all of the openings. They include Guy Madison, Helen Westcott, Vera Miles and Ron Hagerthy.

Exhibitors Attend Screening

Some 200 local exhibitors turned out for a special screening of Warner Brothers' forthcoming release of "The Charge at Feather River," 3-D, in color by WarnerColor, with Warner-Phonic sound, yesterday at the RKO 86th Street Theatre which is equipped with wide screen.

Attending from Warner Brothers were Samuel Schneider, Ben Kalmenzon, Mort Blumenstock, Roy Haines, Jules Lapidus, Jack Kirby, Ed Hinchy, Bernard Goodman and Bob McGuire.

Nord Claims 3-D at 2-D Cost

(Continued from page 1)

interlocks and radical booth changes. It does require polarized glasses and a metallic 3-D screen. The company executives claim 3-D projection at 2-D production costs and "nominal" installation expense.

Edward Lachman, New Jersey theatre operator and chief barker of the New York Variety Club Tent No. 35, has been appointed sales manager of the company. The demonstration yesterday was staged by Roy Clapp, pioneer in stereoscopies and inventor of the process; Harry Rathner and Nathan Supak, officials of the company, and Lachman. Demonstrations will continue this week for distribution company executives and producer representatives, as well as for exhibitors and supply dealers.

Has Own Special Camera

The Nord company has its own special camera which will be available on a lease basis to producers. However, it was explained that any 3-D picture made with another process can be transferred to a single negative in order to utilize the Nord equipment. In fact, the demonstration yesterday consisted of scenes from Columbia's "The Man in the Dark," Universal's "It Came from Outer Space" and RKO Radio's short subject, "Louisiana Purchase," as well as shots made by the Nord camera, all exhibited from a single projector.

Booth equipment consists of a "corrective" lens on the projector and an attachment consisting of two "windows"

placed back of the portholes. Because of certain limitations in Lloyd's projection room, the attachment was placed outside of the booth and in front of the portholes for yesterday's showing. For the showing of conventional two-dimensional pictures, nothing more is required than to open a small gate, located between the two windows.

In effect, the Nord camera's lens splits the photographed scene, so that there are two identical images or pictures on each frame. The images on the film are printed horizontally instead of vertically, but the special projector lens "turns the pictures around" so that they are projected normally on the screen. Clapp explained that the process can enlarge the pictures for wide-screen to an aspect ratio of 1.80 to 1 without going into an anamorphic system.

It is claimed that Clapp holds major patents covering stereoscopies plus new ones that apply to the 3-D process. It is further claimed that the equipment can be turned out in 30 days for early delivery.

The cost of the equipment has not been determined, but company executives said yesterday that the expense "will be in easy reach of the smallest exhibitor." It is also contemplated by the company to manufacture its own special screen for 3-D projection.

As yet there has been no deal set by any company to utilize the process.

Stevens, McCarey

(Continued from page 1)

Roach, formed the new production company, said here yesterday that the organization had started to negotiate for stories and talent and that the top talent would function on a flexible participating basis.

The medium in which the pictures will be made will depend on the individual story and the system to which it can best be adapted. A three-dimensional picture may be produced if the story lends itself to the system, Gold said.

No distribution deals have been negotiated and none will be initiated until the first picture has been completed, he stated. Roach will function as head of the studio while Gold will serve in an administrative and sales capacity.

Gold formerly was vice-president and Eastern sales manager of United Artists for many years.

New Sound System

(Continued from page 1)

president and studio head, commenting on the system, said: "Paramount has been searching for a system that would be satisfactory to the entire industry. We sincerely believe that our suggestions meet the requirements."

The proposals were developed under the direction of Loren L. Ryder, head of the studio's technical research and engineering and director of recording. Copies of the proposals are being circulated to sound department heads of all studios, equipment manufacturers and manufacturers of magnetic film.

S-W and Cinerama

(Continued from page 1)

minute postponement of yesterday's special meeting of Cinerama Productions stockholders, which was supposed to vote on the proposed deal. The meeting was adjourned until an unannounced date, with no official explanation offered by Cinerama Productions executives.

Despite yesterday's confirmation that negotiations between the two principals are continuing, it was held possible that the postponement may have been partly due to the many hitches which still must be ironed out between the two groups. Other contributing factors causing the postponement, it was added, may have been opposition by principal Cinerama Productions stockholders, or the lack of word from the Department of Justice. The Justice Department's views on the deal have been sought by Stanley Warner in light of possible consent decree prohibitions.

Record Pace for 'Queen' Continues

"A Queen Is Crowned" at the Guild Theatre here is continuing its record-breaking pace, with \$8,000 racked up in the first two days of its second week.

The picture grossed a terrific \$27,000 in its initial week at the 450-seat Guild, which has scheduled 10 shows a day.

Landau Retains Roffman

Ely Landau, Inc., film producer, has retained Richard H. Roffman Associates to handle its public relations.

National Pre-Selling

THE national magazine campaign for Walt Disney's "The Sword and the Rose" opens with a striking two-page spread in full color in the June 30 issue of *Look*. The schedule of national media for other ads includes: *Life*, *Redbook*, *American Weekly*, *Collier's*, *McCall's*, *Cosmopolitan* and *This Week*.

A half-page ad on Universal International's "All I Desire" appears in the July issue of *Woman's Home Companion*. Among the movies recommended in the issue are "The Juggler," "Young Bess," "Split Second" and "Titanic."

Arlene Dahl, star of Paramount's "Sangaree," was interviewed by Liza Wilson for the June 14 issue of *American Weekly*. The story is illustrated with full color photographs.

Eve Arden, who is featured as Our Miss Brooks in Republic's "The Lady Wants Mink," had a front-page and cover story devoted to her in the June 14 issue of *Pictorial Review*.

The front-page was painted by caricaturist Kapralik and is in full color. The cover story is illustrated by five photographs taken in Eve Arden's home, and occupies a two-page spread.

"The Cruel Sea" is reviewed by Florence Somers in the July issue of *Redbook*. It is selected as a candidate for *Redbook's* annual "Silver Cup Award."

The weaving of the seamless robe, which so vitally affects the characters in the first CinemaScope picture, "The Robe," is the subject of a featured article by Ruth Harbert in the July issue of *Good Housekeeping*.

"Stalag 17" was chosen by Ed Miller as "the picture of the month" in the July issue of *Seventeen*.

"Thunder Bay" is reviewed in "McCall's Goes-to-the-Movies" department in the July issue. Four photographs taken during the filming of the feature were used to illustrate the review. In the same issue, under the heading "Tonight Is Our Night for the Movies," full color photographs visualize for women the type of clothes to wear at the movies, and while preparing meals before going.

"The Juggler," and "Shane" were picked by Mervyn LeRoy as the best pictures of the month in the July issue of *Coronet*.

WALTER HAAS



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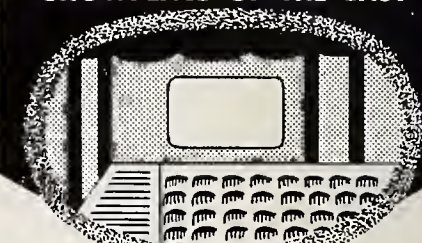
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Report Stresses Foreign Markets

With American films commanding 74 per cent of the total playing time in theatres throughout the world and foreign markets returning over 40 per cent of the total earnings of the industry, Eric Johnston, Motion Picture Association of America president, devotes the largest section of his annual report to international operations.

The report discusses at length many of the problems the industry encounters in its export trade and measures taken to meet them. It describes import agreements with Britain, France, Spain, Italy, Japan, Belgium, Latin America and other important film markets abroad, noting as well the potentialities of the India and Pakistan markets.

Says 3-D Adds

(Continued from page 1)

financial drain of anti-trust litigation," Johnston says: "I am confident that these efforts will not have been wasted. I am confident that the slim area of disagreement which barred acceptance of the proposals can and will ultimately be resolved.

"At a time when the resources of our companies and the full energies of leaders in all branches of the industry are directed toward bringing the public new mechanisms for expanding entertainment values in theatres, the costly expenditure of talent, effort and money in court litigations can seriously impair industry progress. The need for a workable system of arbitration was never greater," Johnston said.

Kazan, Schulberg in Independent Field

United Artists will release a water-front film tentatively titled "The Golden Warriors," to be produced by S. P. Eagle and directed by Elia Kazan, from an original screenplay by Budd Schulberg.

The film about the New York-New Jersey docks goes to United Artists under an agreement that puts Kazan and Schulberg into the independent production field for the first time. Plans call for filming here this year, possibly this summer.

McCraw to Preside At V. C. Luncheon

William C. McCraw, executive director of Variety Clubs International, will act as chairman of the New York Variety Club's luncheon which will honor the club's past chief barkers, and which will be held tomorrow at the Hotel Piccadilly. Jack Beresin, International chief barker, is expected to attend.

Past chief barkers to be honored are Max A. Cohen, William A. German and Fred J. Schwartz.

Triester in New S-W Post

Dan Triester has been recalled from the Philadelphia office of Stanley Warner to an executive post in buying and booking in the home office.

Johnston Sees New Era

(Continued from page 1)

spectacular innovations in motion picture presentation augur a new age of enjoyment for moviegoers in America and throughout the world." He pointed out that wide-scale introduction of the new techniques would be gradual and costly.

"The production of films under the new systems and their exhibition in thousands of theatres throughout the land may create delays, disruptions and problems," he said. "The transition will require wisdom and patience, not to speak of sizable dollar outlays by both studios and exhibitors. But the rewards will be considerable."

While not minimizing the problems and difficulties confronting the industry, Johnston characterized 1952 as a "year that saw the resurgence of faith and confidence in the industry and its future."

"The relative stability of motion picture attendance during 1952, notwithstanding the substantial increase in the sale of TV receivers," he said, "offers striking evidence that top quality motion pictures can hold their own against any competition."

"The emphasis on quality in motion picture entertainment," he added, "is reflected in figures which indicate that theatres in the United States last year aggregated more than 2,500,000,000 admissions, with an average weekly attendance of 50,000,000.

Emphasizes Drive-in Spurt

Johnston also pointed to the continued flow of capital investment in both the production and exhibition branches of the business. Drive-in theatres, he noted, which now represent about 20 per cent of total box-office receipts, have added the equivalent of 4,000,000 seats, or more than one-third of the total seating capacity of the nation's indoor theatres.

Commenting on the variety of 3-D and panoramic screen processes which have emerged during this period of technological progress, Johnston said:

"I do not share the concern of those who are worrying over the fact that studios are competing to develop and introduce their own dimensional systems. Competition may be a costly process, but it has always been the bosom companion of progress and perfection. The by-law of competition is that the best will survive and flourish.

"It is difficult at this stage to predict which system or systems will set the pattern for the future. But I think

it can be said with certainty that a new day for the motion picture industry is at hand and the potentialities are infinite."

The report emphasized the increasing importance of foreign business to the American film industry. Despite trade and monetary barriers which impede the flow of films, remittances from abroad now account for more than 40 per cent of the industry's total earnings from film rentals.

Spurred by the U. S. Supreme Court decisions of 1952 which said that motion pictures are entitled to the same constitutional guarantees as the press, Johnston pledged a continuing fight to free motion pictures from the toils of political censorship.

"As momentous as these decisions were," he said, "they had little immediate effect in hastening the demise of official censors. The wielders of the shears and the blue pencil still hold forth in six states of the nation and in scores of communities.

"It is obvious that we shall have to fight and scrap every inch of the way from now on before censorship is really routed from the country. And this is precisely what we are determined to do.

"Voluntary self-regulation, through the industry's Production Code, and a high sense of public responsibility will continue to be the film industry's answer to political censorship," he said.

Takes "Miracle" Case Under Advisement

Chicago, June 16.—Judge Harry Fisher of the Illinois Circuit Court has taken under advisement the action of the American Civil Liberties Union in attempting to outlaw prior censorship. The action stems from the banning of "The Miracle."

Judge Fisher asked both the Chicago Police Censor Board and the ACLU to submit briefs. He said he would call another meeting of the parties involved or render a decision at a later date.

Lichtman, Einfeld

(Continued from page 1)

"Twelve Mile Reef." The trio will go into release starting in the fall.

While at the studio, Lichtman and Einfeld will hold discussions with production chief Darryl F. Zanuck to chart over-all campaigns on the three, and to initiate plans for the handling of the recently announced line-up of 13 CinemaScope pictures being produced at a cost of \$30,000,000.

Wile Slates Talk-Dates

COLUMBUS, June 16.—Ohio speaking dates at Kiwanis clubs arranged by Robert Wile, secretary of the ITO of Ohio, include June 18, Mansfield; June 30, North Royalton; July 2, Youngstown; July 6, Delaware; July 8, Troy; July 21, Canton.

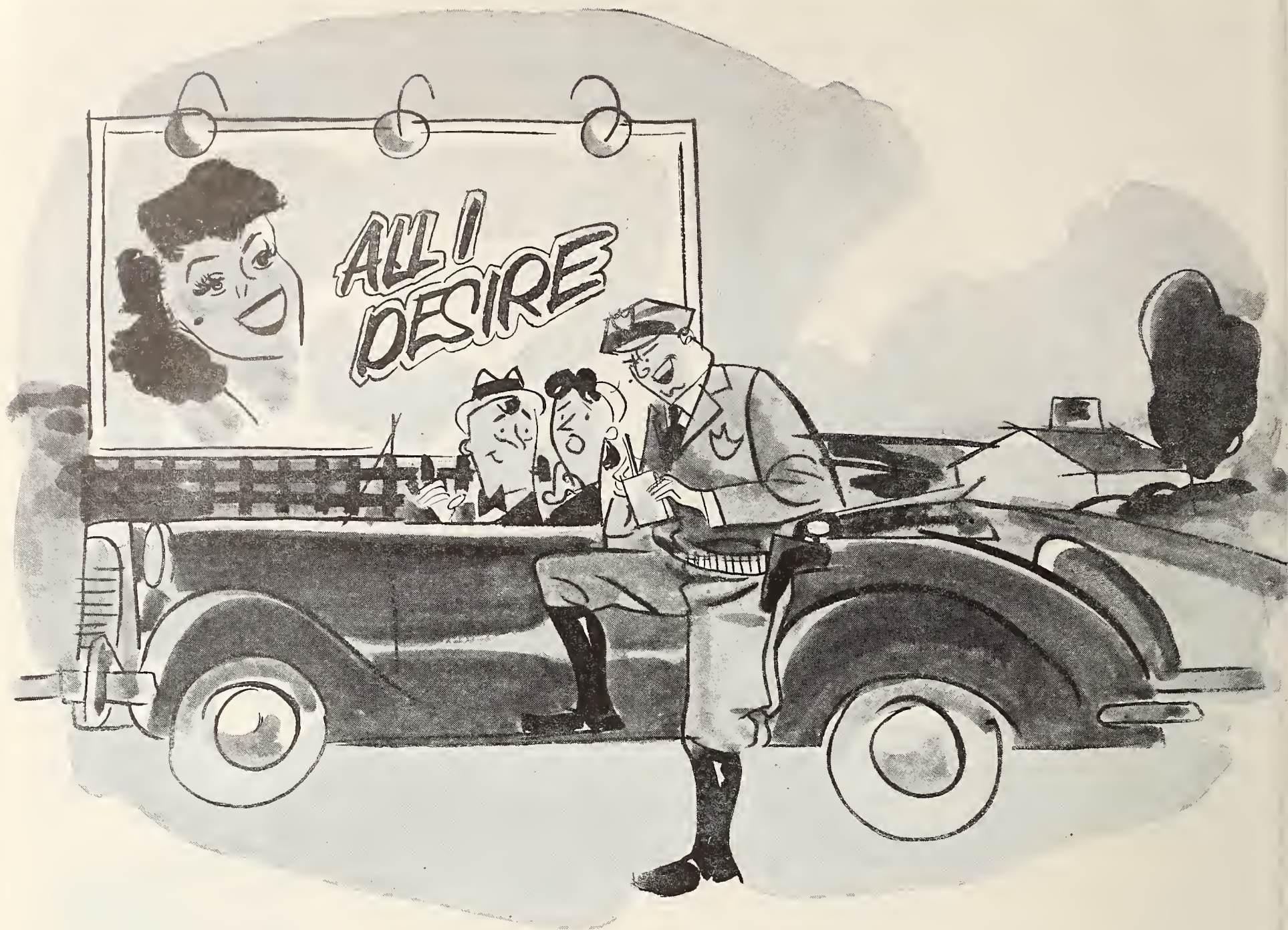
"More than 6,000 pages of technical data on all booth and sound equipment, theatre TV, and multi-projector, multi-image, three dimension, multi-sound techniques. A warehouse of knowledge carried by every Altec Service Man."

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REASONS*
WHY

ALTEC GIVES BETTER SERVICE

SERVICE CAN'T BE JUDGED ON COST ALONE. Cheap service can be expensive through unnecessary replacements and failures caused by lack of knowledge. Every Altec Service Man is kept up-to-date on the best method for servicing every piece of booth and sound equipment. His know-how and the technical assistance at his fingertips are your most economical operating insurance. For trouble-free operation have Altec install, service and repair your booth and sound equipment.





"Where do you think you're going...
to a COMPANION-approved movie?"

Seems like every time a cop looks up, somebody's speeding off to the nearest COMPANION-approved movie. And every time box office receipts look up, it's a safe bet that there's a picture with COMPANION approval playing inside.

Here's the ticket: more than four-and-a-half million women count on the COMPANION for movie news and guidance every month. These women form the most intensely *loyal* movie audience in America today.

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**Except, of course, the fan magazines.*

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in the COMPANION

All I Desire.....Universal-International

Young Bess.....MGM

Dangerous When Wet.....MGM

Woman's Home **COMPANION**
Circulation 4,545,007

Cowdin Heads U.S. Overseas Film Program

Johnson Names Former 'U' Board Chairman

By J. A. OTTEN

WASHINGTON, June 17.—J. Cheever Cowdin, chairman of the board of Universal Pictures from 1936 through 1949, was named today to head the government's overseas film program.



J. Cheever Cowdin

Cowdin will head the International Motion Picture Service, now part of the International Information Administration under the Department of State and soon to be part of a semi-independent overseas information agency.

His appointment was announced by I. I. A. head Robert L. Johnson, who said Cowdin was "exceptionally well qualified" for the job due to his "expert knowledge of foreign operations, particularly in film distribution."

Johnson said he had asked his chief

(Continued on page 4)

See McCarthy In U.S. Post

John G. McCarthy, former vice-president of the Motion Picture Export Association, has been offered the post of special assistant to Robert L. Johnson, head of the government's International Information Administration. If he accepts the post, McCarthy will supervise all media operating

(Continued on page 4)

Utah Meet Draws 100 From Mountain Area

SALT LAKE CITY, June 17.—More than 100 exhibitors and distributors from Utah, Idaho, Montana and Nevada gathered here Wednesday for the start of the 10th annual meeting. The conclave will continue for three days, with a golf tournament tomorrow and a "Victory Dinner-Dance" on Friday.

3-D Runs Second to Wide Screen Abroad, Daff Finds

Installation of wide screens in large circuit theatres in the United Kingdom and Continental Europe is proceeding steadily but equipping for 3-D projection there is lagging, despite the current success abroad

Rackmil, Daff Leave For Studio July 1

Milton R. Rackmil, Universal president, and Alfred E. Daff, executive vice-president, are scheduled to leave here for the Coast July 1 for studio conferences.

Asked at a trade press conference yesterday whether negotiation of a new contract with William Goetz as head of production would be resumed at that time, Daff replied that the subject is not in his province. Goetz's original seven-year contract with Universal will expire in the fall. Initial talks on a new pact were held prior to Rackmil's departure for Europe last month.



Alfred E. Daff

3-D in Europe, chief among them being the difficulty of obtaining equipment. American equipment cannot be purchased in many countries, and few

(Continued on page 4)

Plans of Color Corp. Outlined by Yarnall

HOLLYWOOD, June 17.—Color Corporation of America has invested \$250,000 for expansion of its plant facilities since taking over Cinecolor six months ago, has expended another half-million in aiding independent producers to finance productions, and anticipates ending 1953 with a net profit. W. R. Yarnall, president, told the press today at a luncheon in the Brown Derby.

Included in "expanding plant facilities," questioning brought out, is the installation of equipment for handling 45,000,000 feet of color-television film annually when color television is

(Continued on page 4)

See Vote Next Week On Ohio Censor Bill

Columbus, O., June 17.—The Ohio legislature is expected to receive and act upon the Mosher bill to exempt newsreels from the state censorship statute early next week. The bill was reported out of committee favorably two weeks ago.

Final action on the measure is expected at this session of the legislature even though efforts to adjourn by July 3 are being made.

Bids Extension Of Cinerama Rights to '58

S-W Seeks to Amend Cinerama, Inc. Pact

By MURRAY HOROWITZ

A two-year extension for the exclusive showing of Cinerama is being sought by Stanley Warner in the circuit's current negotiations with Cinerama Productions, Inc., it was learned here yesterday. The additional two years would extend the exclusive exhibition rights to 1958, it was stated.

Disclosure of the extension bid brought to light the need for the two principal parties to obtain the approval of Cinerama, Inc., the company which licenses the system and manufactures the equipment. It is the lack of such approval, a principal stated, that has been delaying consummation of the deal.

In addition to the extension issue, it was learned, there are other problems yet to be ironed out. However, a Cinerama Productions spokesman expressed hope that the parties will be much closer to an agreement by next Thursday, when the special meeting of Cinerama Productions stock-

(Continued on page 5)

20th Revises Release List

"Inferno," initial 3-D and color in Technicolor film to be presented by 20th Century-Fox, and "Dangerous Crossing" have been made August releases, the company disclosed yesterday in announcing a revised product slate for July and August.

The revised line-up totals 10 pictures, three of which are in color by

(Continued on page 4)

Republic Joins Skiatron Show

Republic Pictures made two of its features available for the Skiatron subscription television system yesterday, the last day of the Skiatron demonstration here at the Belmont Plaza Hotel.

The Republic clearance came so late that only one of its features, "The

(Continued on page 4)

3-D Double-Prints May Go to Nord for Single - Stripping

Companies with 3-D pictures in distribution or production may turn their double-prints over to Nord Process, Inc., for transference to a single negative under the company's system whereby three-dimensional product can be exhibited through a single projector. While no definite commitments have been made, major company representatives who saw demonstrations of the Nord process here yesterday indicated that their prints may be so treated.

The Nord company has been "tooling up" so that it can turn out 1,000

(Continued on page 4)

Johnston European Agenda Up at Meet

A review of import and remittance problems in European countries will be made at a meeting of the Motion Picture Export Association here next Tuesday, prior to the departure of Eric Johnston, Motion Picture Association of America president, and

(Continued on page 4)

Personal Mention

MORT BLUMENSTOCK, Warner Bros. vice-president in charge of advertising and publicity, became a grandfather for the first time yesterday when a daughter was born to MAJOR and MRS. MARVIN DANIEL PERSKIE. Mother is the former HAIDEE (BEBE) BLUMENSTOCK. Baby will be named LISA DANIELE.

JAMES C. WHITE, president and general manager of the Tennessee Eastman Co. division of Eastman Kodak, has been awarded an honorary doctor of Laws degree by Brown University.

ERIC JOHNSTON, president of the Motion Picture Association of America, will deliver the commencement address today at the Hahnemann Medical College and Hospital in Philadelphia.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and MAX FELLERMAN, AB-PT executive, were in Philadelphia Tuesday and yesterday from New York.

E. W. AARON, 20th Century-Fox assistant general sales manager, and MARTIN MOSKOWITZ, New York State division manager, will be in Albany today and tomorrow from New York.

JACK KIRSCH, president of Allied Theatres of Illinois, is recuperating from surgery performed Monday at Michael Reese Hospital.

HERBERT J. YATES, Republic president, and WILLIAM MARTIN SAAL, his assistant, arrived in New York yesterday from Hollywood.

BOB BOSTWICK, district manager for National Theatres in Memphis and Dallas, was a visitor recently in Atlanta.

NORMAN ELSON, president of Guild Enterprises, and MRS. ELSON, will arrive in New York today from Europe aboard the *S.S. Liberte*.

DON HASSLER, office manager of Hassler Pictures of Georgia, will leave Atlanta on Monday for St. Louis.

NAT LEVY, RKO Radio Eastern and Southern division manager, is in Philadelphia today from New York.

TED LOEFF, advertising-publicity chief of Aspen Pictures, has arrived in New York from Hollywood.

FRED MCLENDON and A. L. MORGAN of McLendon Theatres in Alabama were in Atlanta this week.

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, is in Salt Lake City from Hollywood.

DAVID PRINCE, RKO Radio district manager, was in Jacksonville this week from Atlanta.

Review

"Affair with A Stranger"

(RKO Radio Pictures)

Hollywood, June 17

THE marquee meaning of the names of Jean Simmons and Victor Mature juxtaposed to a provocative title is, in any given situation and time, the correct and complete measure of the commercial value of this attraction. Miss Simmons' portrayal of "Young Bess" in the contemporary production of that name, which has been widely praised, doubtless will enhance the draw of her billing in this picture. Somewhat similarly, the drumfire of Mature publicity incidental to his performance in the forthcoming "The Robe" undoubtedly will operate beneficially with respect to the pull of his name in connection with this offering. Unhappily, from the strictly commercial point of view, the provocative title is unwarranted by the property it purports to describe, but that's been forgiven many an exploitation-minded showman before now. The nature and quality of the picture itself justifies fairly well the billing indicated, if nouns and verbs are stuck to resolutely, with all adjectives barred, in the ad copy.

The picture in which Robert Sparks, the producer, has utilized the services of the above-mentioned players and such others as Monica Lewis, Jane Darwell and Wally Vernon, is a small and simple story about a playwright and his wife. In it an actress on the make for him plants a phony story with a gossip-columnist to the effect that he and his wife are on the point of divorcing, but when he and his wife read the item, he in Philadelphia and she in New York, they promptly board trains, meet half-way, and that's that. But Richard Flournoy, whose story it is, saw fit to fill in the background story of their lives in the longest succession of flashbacks since the "All About Eve" script that the Flournoy screenplay faintly resembles, and not even the skilled direction of the astute Roy Rowland could unsnarl that tangle of unsequential sequences satisfactorily.

Although the picture includes a wide range of incidents, death among them, it is essentially a comedy-drama, neither comic enough nor dramatic enough to stay long in customer memory, but professional enough for practical purposes.

Running time, 86 minutes. General audience classification. Release date, June 20.

WILLIAM R. WEAVER

Films of Coronation Good Chicago Draw

CHICAGO, June 17.—Outstanding business here this week is being done by the Coronation films.

At the Telenews the first week, which ends tomorrow, is expected to top \$18,000, a phenomenal figure for the 600-seat house, particularly at the regular 98-cent top. On the nearby north side, H. & E. Balaban are moving it over from the Esquire, where it has had a great week on the same bill with "Split Second," to the Surf to bolster the run of "Times Gone By," which will be entering its third week here, and to make room for a new show previously booked into the Esquire.

The Telenews is running the Universal version of the Coronation, the Esquire the Warner film.

Promotion 'Platters' 'Plug' Wide-Screens

"The advent of the era of wide-screens and stereophonic sound has enabled Columbia Pictures to make use of the reverse side of its radio transcriptions," the company stated here yesterday.

Previously, the reverse side of the recording disc was left blank when Columbia prepared them for distribution to theatres requesting them. Now, the reverse side is used to play up the wide screen-stereophonic sound angle for theatres playing a feature in that way, while the other side can be used by theatres playing a picture on standard screen with conventional sound.

First Columbia films to get the double-transcription treatment are the 3-D "Fort Ti" and "The 5000 Fingers of Dr. T."

Court Rules Against Theatre Segregation

HARRISBURG, Pa., June 17.—An opinion upholding the constitutionality of Pennsylvania's non-segregation laws by Federal District Court Judge George Welsh was handed down last week in a case involving the Oxford Theatre, Oxford, Pa.

Three Negro students of Lincoln University near Oxford brought the suit as a constitutional test after they were evicted from the theatre on Jan. 11, 1950, and later arrested for sitting in a section of the theatre designated for whites. The court assessed damages of \$500 against Joseph Crowl, owner and manager of the Oxford, and damages of \$50 each against the two arresting officers. Judge Welsh also issued two injunctions, one restraining the defendants from interfering with the rights of persons because of color or race, the other prohibiting the policemen from enforcing an order of segregation of Negroes.

Rites Tomorrow for Richard Brady, 82

Funeral services will be held here tomorrow at the Richard B. Cooke Funeral Parlor on W. 72nd St. for Richard Brady, 82, industry pioneer who joined Eastman Kodak in 1906. Services will be at 2:00 P. M. Brady died at his Central Park West home Tuesday evening. He retired several years ago.

Brady was in charge of Eastman's East Coast motion picture division from 1912 until his retirement. Born in Scotland, he spent his early life in Maine. He was a portrait photographer in Providence, R. I., when in 1906, he joined Eastman. The sole survivor is his widow, Leona.

See 200 Altec Units In New Eng. by Sept.

Boston, June 17.—The New England office of Altec, managed by "Red" Pierce, has 81 3-D installation orders, plus 14 for stereophonic sound.

With nearly 100 3-D systems already installed, Pierce expects that by Sept. 1 there will be 200 Altec installations in the New England territory. He is optimistic about the easing up of the parts field and says that magazines, interlocks and some arc lamps are in more plentiful production than a month ago.

Stockholder Sues To End Disney Pact

HOLLYWOOD, June 17.—Clement J. Melancon, minority stockholder in Walt Disney Productions, has filed a Superior Court suit here asking the court to invalidate the employment contract given Walt Disney last month and demanding an accounting from Walt and Roy Disney, covering a wide range of corporation actions over a long period.

Melancon, described as owning 500 shares in the corporation, sets forth that although the seven-year contract given Walt Disney on March 11, 1940, for \$2,000 per week, expired in 1947, he was paid continually without a contract and that on April 6 of this year he was given a new contract at \$3,000 per week, and also accorded options and other benefits.

Melancon says the acts complained of were "unreasonable, excessive and out of proportion."

New Detroit Screen Named 'Futuramic'

DETROIT, June 17.—"Futuramic" is the name chosen by the Michigan Theatre for its huge all-purpose screen now under construction and which will be unveiled before the end of June. Harold H. Brown, president of United Detroit Theatres, pointed out that the construction of the new screen is part of a two million dollar equipment expansion program recently announced by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.

Developed by Richard Walker, engineer working under the direction of Edward L. Hyman, vice-president of AB-PT, the screen is 57 by 30 feet.

RKO Theatres to Honor Schultz

A luncheon in honor of Edward Schultz, chief electrician for RKO Theatres, will be held here tomorrow at Trader Horn's.

The luncheon, sponsored by Charles F. Horstman, head of RKO Theatres' maintenance department, will commemorate Schultz's 50th anniversary with the circuit and its predecessors. Attending will be Sol A. Schwartz, president, William W. Howard, vice-president, and other RKO Theatres officials and colleagues.



FROM WARNER BROS., MAKERS OF 'HOUSE OF WAX'...

THE 3D SUCCESSOR TO THE BOXOFFICE-SUCCESS OF THE YEAR!

ALL ITS EPIC GRANDEUR,
DAUNTLESS COURAGE
AND WIDE-OPEN PAGEANTRY
AS CLOSE AS IF YOU
WERE THERE — IN
NATURAL VISION
3 DIMENSION
AND
WARNERPHONIC SOUND

"WE MAKE OUR STAND
AT THE RIVER...
AND WE'LL STAND TILL
THE RIVER RUNS DRY!"

COLOR BY
WARNERCOLOR

THE **CHARGE AT FEATHER RIVER**

ALL EYES ARE ON **TEXAS** FOR THE 9 INTERSTATE CITIES OPENING **JUNE 30**

THIS PICTURE ALSO CAN BE EXHIBITED IN 3-D
ON WIDE OR GIANT SCREENS!

STARRING

GUY MADISON · FRANK LOVEJOY

WITH

HELEN WESTCOTT · VERA MILES

DICK WESSON · ONSLOW STEVENS · STEVE BRODIE · JAMES R. WEBB

WRITTEN BY

MUSIC BY

MAX STEINER

PRODUCED BY

DAVID WEISBART

DIRECTED BY

GORDON DOUGLAS



Cowdin

(Continued from page 1)

film consultant, Cecil B. DeMille, to "scour the field" for the best man, and that DeMille had reported that Cowdin had been the unanimous choice of industry leaders.

The film service distributes government films overseas through 135 information posts in 88 countries.

Cowdin has been an important figure in industrial finance for many years. He began his career as a partner in Bond & Goodwin, later becoming vice-president of Blair & Co. and the Bancamerica Blair Corp. He is a board member of Curtis-Wright Corp., Douglas Aircraft Corp., Whitehall Securities Co., Ltd., Sperry Gyroscopic Co. and other organizations.

Johnston

(Continued from page 1)

George Weltner, Paramount International president, for Europe on the same day.

Johnston and Weltner will be away about three weeks, visiting Germany, France, Belgium and England. While in London, Johnston may initiate preliminary discussions of an extension or revision of the Anglo-American film agreement which expires Sept. 30. However, actual negotiations are likely to be held in Washington in the late summer, depending upon the availability of Sir Frank Lee of the British Board of Trade, or his chief deputy, at that time.

Johnston was here yesterday, will be in Philadelphia today and will go to Washington from there.

20th Revises Release List

(Continued from page 1)

Technicolor, one in 3-D and Technicolor, and two re-issues. In addition to switches in releases, the new lineup was increased by one.

July releases are: "White Witch Doctor," by Technicolor, starring Susan Hayward and Robert Mitchum, produced by Otto Lang and directed by Henry Hathaway; "The Glory Brigade," starring Victor Mature, produced by William Bloom and directed by Robert Webb; "The Farmer Takes a Wife," Technicolor, starring Betty Grable, Dale Robertson, Thelma Ritter and John Carroll, produced by Frank P. Rosenberg and directed by Henry Levin, and "The Kid from Left Field," starring Dan Dailey and Anne Bancroft, with production by Leonard Goldstein and directed by Harmon Jones.

Two re-issues for July are "Road

House," starring Richard Widmark, Ida Lupino, Cornel Wilde and Celeste Holm, and "Kiss of Death," starring Richard Widmark, Victor Mature, Brian Donlevy, and Coleen Gray.

August releases are "Inferno," starring Robert Ryan, Rhonda Fleming and William Lundigan; "Gentlemen Prefer Blondes," Technicolor, starring Jane Russell, Marilyn Monroe and Charles Coburn, produced by Sol C. Siegel and directed by Howard Hawks; "Dangerous Crossing" starring Jeanne Crain and Michael Rennie, produced by Robert Bassler and directed by Joseph Newman, and C. S. Forester's "Sailor of the King," starring Jeffrey Hunter, Michael Rennie and Wendy Hiller, produced by Frank McCarthy and directed by Roy Boulting.

Republic Joins

(Continued from page 1)

House of a Thousand Candles," was shown at the demonstration. The other film cleared by Republic was "Who Killed Aunt Maggie?" The other companies which cooperated in the demonstration were M-G-M, RKO Pictures, and Walt Disney Productions.

A Skiatron spokesman reported that about 3,000 persons attended the demonstrations, which were held over an eight-day period. He said the results in the compilation of questionnaires would be made public shortly.

3-D Prints

(Continued from page 1)

lenses and projector attachments in 30 days and keep up a steady flow thereafter, according to Nathan Supak, an official of the Minneapolis company. It was pointed out that manufacturing could start as soon as distributors give the green light for printing their own 3-D pictures on one film strip and when installation orders gather momentum.

Exhibitors who saw demonstrations yesterday appeared to be impressed with the simplicity of the Nord process.

Color Corp. Plans

(Continued from page 1)

started. The company feels that television-in-color may be started "any time—maybe inside of the next few months."

Stating that Color Corporation America is adequately financed, and management stabilized, Yarnall said the company's break-even point is 35,000,000 feet of release printing per year, and that present commitments of 37,700,000 feet and expectations for the future, indicate the plant will handle about 53,000,000 feet in 1953.

McCarthy

(Continued from page 1)

under the bureau, including motion pictures, radio, and television.

McCarthy said yesterday that he would confer with Johnson in Washington next week about the offer. The former MPEA executive returned here last weekend from a global tour on behalf of the government's overseas film program. As a result of the tour, McCarthy will make recommendations for the reorganization of the international project.

Rogovin IMPPA Counsel

HOLLYWOOD, June 17.—Irving Rogovin, formerly an executive of the National Labor Relations Board, has been named general counsel of the Independent Motion Picture Producers Association. Rogovin will head the association's labor negotiations committee, which consists of Walter Mirisch, Lindsley Parsons, Vincent M. Fennelly, Jay Grippio and Eugene Arnstein.

Daff Finds

(Continued from page 1)

manufacturers abroad have gone into the 3-D field as yet, he said.

In addition, theatre business generally in Europe continues good and exhibitors there feel little compunction to put an investment into the new medium, particularly in view of the fact that admission price ceilings in force in many European countries, together with high admission taxes, would act either to prevent them recouping the investment through increased admission prices or would leave them little after taxes, Daff pointed out.

Some 3-D in Germany

Some 3-D equipment is being made in Germany, he reported, and a good 3-D system of Italian make was shown in Rome while Daff, with Milton R. Rackmil, U-I president, were there to conduct the company's foreign sales convention. He estimated that about 20 Italian theatres are equipped with 3-D and that a total of 50 in England will be so equipped in the near future. The latter number should rise to several hundred by the end of the year, Daff believes.

However, the European exhibitor's attitude toward 3-D is likely to change very slowly, with the result that distributors of that product must be prepared for long term playoffs, Daff said. Despite this, keen interest in the experience with the new mediums in this market is encountered everywhere in Europe. Some 3-D production is in the planning stage now in Germany, France and Italy, he reported.

Daff claimed that wide screens suitable for a 2-to-1 ratio are most popular abroad at this time. He attributed this to the fact that native product, as well as American, can be displayed equally well on the wide screens, which are encouraged by native producers because of the limited domestic markets on which they must depend.

Daff said he believes the European economic situation to be sufficiently stabilized to free the American industry of any new trade barriers of a serious nature for the next year or so. However, he does not regard the improvement as substantial enough to permit the American industry to expect the removal of any important remittance or import restrictions.

"Fed Up with Propaganda"

European audiences, he said, are fed up with propaganda and want entertainment films only. Producers there are not disposed to imitate Hollywood but, rather, are intent upon continuing to make their own type of films.

Despite the limited number of outlets for 3-D films in Europe, U-I will set no policy for the release of its 2-D versions until all 3-D possibilities have been played off.

"Right now," said Daff, "we are selling only the 3-D print. The situation hasn't jelled sufficiently, even here, to establish policy."

Two Utah Exhibitors Die

SALT LAKE CITY, June 17.—William Firmage, Sr., of Beaver, and D. D. Rasmussen of Moroni, veteran Utah exhibitors, died here only a day apart last weekend. Funerals for both were held Monday.

TODAY

All Members of Amusement
Industry Invited to the

Gala
**NEW YORK
VARIETY CLUB
LUNCHEON**

*In Honor of
Our Past Chief Barkers*

MAX A. COHEN

FRED J. SCHWARTZ

WILLIAM J. GERMAN

ALBERT DEKKER, Guest Speaker

TODAY—June 18—12:30 P. M.

**HOTEL PICCADILLY
227 West 45th St.**

Cost: \$ 3.00

Cinerama Extension

(Continued from page 1)

holders will be reconvened. The spokesman acknowledged, though, that if the proposed deal still does not jell by Thursday, another postponement of the meeting may be necessary. Approval of the stockholders is necessary if the deal is to be consummated, he pointed out.

Lawyers for both principals are currently working out the language of the agreement in an attempt to nail down all possible interpretations, it was learned. As far as Cinerama Productions is concerned, it was disclosed, the draft agreement is, as of now, "pretty acceptable," the spokesman stated. He held out the possibility, however, that new problems may arise.

Major hitches still to be ironed out concern the contractual relationship between the projected Stanley Warner subsidiary corporation to be formed to operate Cinerama theatres and Cinerama, Inc., the licensing and manufacturing firm. In addition to a two-year exclusive extension, Stanley Warner is seeking to pare down the Cinerama production requirement from

a total of eleven productions to two.

The current agreement between Cinerama, Inc., and Cinerama Productions provides that the latter produce 11 Cinerama Productions by 1956, when its exclusive exhibition rights expire. Hope was expressed yesterday by a Cinerama Productions executive that this contractual arrangement with Cinerama, Inc., can be amended to the satisfaction of all parties.

It was also learned that the management fee sought by the proposed Stanley Warner subsidiary has been accepted in principle by Cinerama Productions. This fee, said to be five per cent of the gross, is in addition to the 50-50 division of the box-office take between the subsidiary and Cinerama Productions, under the proposed deal.

Still to be heard from, as of yesterday, is the Department of Justice, which has under advisement the broad outlines of the deal.

Under the proposed deal, Stanley Warner would finance the equipping and opening of at least 20 theatres, as well as the production of the next Cinerama production, in return for its share of box-office receipts.

Six Films in Legion's Class B; 14 in 'A'

The National Legion of Decency has classified six pictures in Class B, six in Class A, Section 1, and eight in Class A, Section 2.

Placed in Class B are "City That Never Sleeps," "Sangaree," "Sea Devils," "South Sea Woman," "Counterfeiters" and "Doomed."

In Class A, Section 1, are "The Beast from 20,000 Fathoms," "The Great Sioux Uprising," "Houdini," "Man from the Alamo," "Saginaw Trail" and "White Witch Doctor."

In Class A, Section 2, are "The Affairs of Dobie Gillis," "Bellissima," "Below the Sahara," "Dangerous When Wet," "Flame of Calcutta," "Keepers of the Night," "Night Without Stars" and "Scandal at Scourie."

C. of C. Honors Baldrige

MINNEAPOLIS, June 17.—Tom Baldrige, Middle Atlantic States field representative for M-G-M Pictures in Washington and Charlotte, was elected to honorary life membership in the U. S. Junior Chamber of Commerce at that organization's 33rd annual meeting here.

Soviet 3-D: No Specs, Only One Machine

London, June 17.—Kenneth Rive, London specialist in Russian films and who recently returned here from Moscow, said he plans to install Russian 3-D equipment in one of his West End theatres devoted to Russian films.

The Soviet system, he says, requires neither polaroid glasses nor twin projectors. The only adaptations necessary are an attachment to the conventional projector and a special screen.

Goldwyn, Mutual In 'Hans' Promotion

Mutual Broadcasting, in cooperation with Samuel Goldwyn Productions, has prepared a half hour feature presentation on "Denmark, the Land of Hans Christian Andersen," with a narration by Jean Hersholt. The program will be aired over the entire network Saturday at 5:30 P.M. (D.S.T.).

Material for the program was gathered when 25 Americans went to Denmark as winners of the "Hans Christian Andersen" contest sponsored by Goldwyn and Scandinavian Air Lines in connection with key city openings of the Danny Kaye starrer.

The program will be re-broadcast in all foreign countries in connection with the exploitation of "Hans Christian Andersen."

U.K. Unit Got Film Of Everest Climb

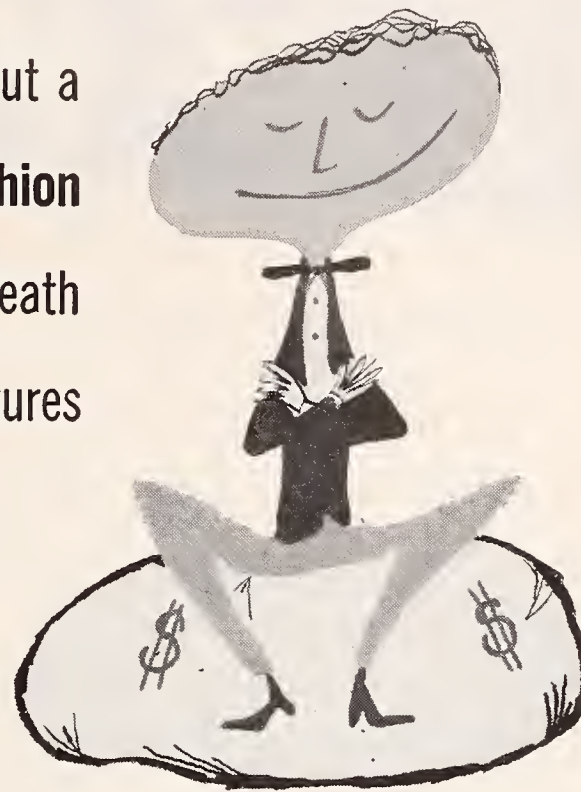
LONDON, June 17.—National Film Finance Corp.'s Group Three has commissioned the production of a film of the recent conquest of Mt. Everest by a group headed by Edmund Hillary.

Group Three is the organization formed to encourage new producers and technicians. It is financed by N.F.F.C., the government film financing agency. Hillary had with him on his Mt. Everest climb a specially adapted, light weight Bell & Howell camera. He had been trained by John Stobart, the only professional film technician in the party. The film will be in color.

Rintoul WPTR Manager

ALBANY, N. Y., June 17.—Stephen R. Rintoul, president and general manager of the Champlain Valley Broadcasting Corp., will become general manager of WPTR, controlled by the Schine interests, when WXXW signs off on Aug. 1. It is believed that WPTR will pick up WXXW's affiliation with the ABC network.

How to put a
profit cushion
underneath
your pictures



Book SEVENTEEN selections — particularly our Picture of the Month selections.

That automatically draws teens! Girls and their boyfriends and their families. Multiple admissions that put your operation in the black, even before you start your exploitation.

So if you're an exhibitor who wants high mid-summer grosses (who doesn't!) you're booking . . .

seventeen

JULY PICTURE OF THE MONTH

Stalag 17

A PARAMOUNT PICTURE

Produced and Directed by Billy Wilder



seventeen—The Magazine That Sends Teens To The Movies

Pickup ON SOUTH STREET

IS THE INDUSTRY'S
HOTTEST ATTRACTION
IN ANY DIMENSION!

Detroit - FIRST 3 DAYS TOPS FULL WEEK GROSS
OF ANY 20th ATTRACTION IN YEARS!

Boston - 3rd RECORD WEEK!

Philadelphia - 3rd SENSATIONAL WEEK!

Washington - 3rd SOCK WEEK!

Seattle - TOP GROSSER and HELD OVER!

San Diego - TORRID and HELD OVER!

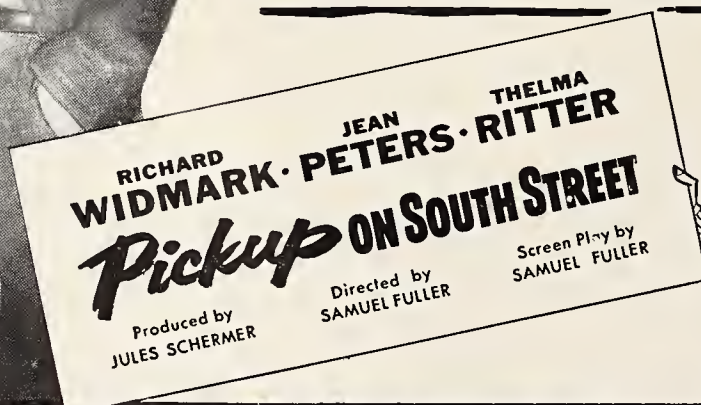
Los Angeles - TERRIFIC and HELD OVER!

Providence - RECORD BUSINESS!

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Same wonderful story in every
engagement, every type
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NOW CLEANING UP
AT THE ROXY, N.Y.!!



THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

Candy Makers Sign Pact on Asked to 'Plug' Industry TV Attendance Fall Series

TOA's Levenson Offers Hints to Manufacturers

The Theatre Owners of America yesterday proposed to the country's leading candy manufacturers who service concession stands in theatres that they help increase theatre attendance, and thereby increase the sale of their products. A five-point program to increase the sale of confectionery products in motion picture theatres, and to aid in building attendance, was proposed at the National Confectioners' Association meeting here by Leon J. Levenson, chairman of the concessions committee of the TOA. Speaking at the candy men's 70th annual convention at the Hotel Waldorf Astoria, Levenson made the following proposals to the manufacturers:

"1. Before bringing out new items,

(Continued on page 5)

Sell Vistarama Lenses Soon

The Vistarama Corp., which recently demonstrated its anamorphic wide-screen process here, will soon make available 35mm. Vistarama projection lenses, Carl Dudley, president, disclosed here yesterday on his departure for Hollywood.

He indicated that his decision to enter the 35mm. field in addition to the 16mm. market was predicated on requests of exhibitors who saw the Vistarama demonstration at the RKO 86th Street Theatre recently. Dud-

(Continued on page 5)

Strike Threat In Boston Exchanges

BOSTON, June 18.—Following the action of New York exchange workers, Locals B-3 and F-3 here have asked for strike permission from Richard A. Walsh, president of the IATSE. The decision to seek walk-out approval resulted from a breakdown in negotiations for a new contract for Boston exchange employees.

The F-3 group consists of approximately 200 office workers, while the B-3 unit is made up of nearly 100 shippers and inspectresses.

A preliminary agreement on the television series planned to promote the motion picture industry has been signed by the Motion Picture Association of America and the AB-PT television network, it was learned here yesterday.

Signing of the preliminary agreement came after many months of negotiations between the two principals and opens the way for the first series of TV shows which has won the cooperation of all major film companies.

The pact, it was reported, is not iron-clad, allowing both parties to withdraw in the event of certain contingencies. It was learned that one

(Continued on page 5)

V. C. Aims Outlined At Tent 35 Luncheon

Three past chief barkers of the New York Variety Club Tent No. 35 were honored yesterday at a luncheon in the Hotel Piccadilly. Approximately 250 members of the amusement industry paid homage to Max A. Cohen, William J. German and Fred Schwartz who, it was pointed out, had

(Continued on page 4)

Compo Sees Good Chance Still for U. S. Tax Relief

By AL STEEN

The Council of Motion Picture Organizations is not selling short the possibility of Congressional action on the Mason Bill for the elimination of the 20 per cent admission tax at this session of Congress. In fact, Robert Coyne, special counsel for COMPO's tax committee, have returned here from Washington with a strong feeling of optimism following their observation of the start of the current House Ways and Means Committee hearings on tax revision last Monday.

There is a definite belief that if the bill is reported out of committee there will be quick action by the rules committee in placing the measure on the House calendar before mid-July. Because there is more than a majority of the necessary votes for the bill already pledged by Congressmen, industry leaders believe the measure will

pass by a wide margin, with similar action in the Senate.

Coyne said yesterday that COMPO would not make another pitch for the bill at the current tax revision hearings. However, industry officials are keeping a close watch on the progress of the hearings which will cover 40 topics. According to present plans, excise rates revision will be the last topic.

Washington sources indicated yesterday that if the hearings move quickly and excise rates come up

(Continued on page 4)

CinemaScope for Drive-Ins in 1954

Problems affecting CinemaScope installations in drive-in theatres can be overcome and the perfected equipment will be ready in time for drive-in opening next spring, Al Lichtman, 20th-Fox distribution head, said yesterday.

He enumerated the drive-in problems as (1) light; (2) weather-proofing of outdoor screens, and (3) perfection of speakers to accommodate directional sound. Technicians have assured the company all three problems can be licked, Lichtman said.

20th-Fox Enlists 3 To Make Screens For CinemaScope

Three screen manufacturing concerns have concluded all arrangements with CinemaScope Products Inc., a subsidiary of 20th Century-Fox, to insure the rapid and continuous production of all-purpose Miracle Mirror and Magnaglow-Astrolite screens, it was announced here yesterday.

Agreements were reached with L. E. Carpenter and Co., of Wharton, N. J.; the Glowmeter Corp., Buffalo, and the Radiant Manufacturing Corp., Chicago. Under the arrangement, a large volume of screens is expected

(Continued on page 4)

Sees All-Time Record Gross Due for 'Robe'

\$20 Million in 1st 1,000 Dates, Lichtman Believes

"The Robe," 20th Century-Fox's first CinemaScope production, may pile up the largest box-office gross in motion picture history, Al Lichtman, head of 20th-Fox distribution, said yesterday.

Lichtman said he believes a gross of \$20,000,000 is possible for "The Robe" in its first 1,000 engagements and that it will ultimately bring in more than the \$35,000,000 gross of "Gone

with the Wind."

His opinion, he said, is based on the company's experience with "David and

(Continued on page 4)

Dealers Will Handle Nord

Nord Process, Inc., plans to distribute its single-projector, one-film-strip 3-D system through established theatre equipment supply dealers, it was stated here yesterday by Edward Lachman, sales manager, and Roy Clapp, inventor of the process and head of the company. It is felt by the executives that dealers can render a better service because they are familiar with theatres in their respective territories. Each installation order will be supervised by Clapp

(Continued on page 6)

TV on Local Level To Be 'U' Ad Policy

Use of television on a local level will be included in the advertising campaigns prepared by Universal-International for its lineup of summer releases, it was revealed yesterday by David A. Lipton, vice-president in charge of advertising and publicity.

The TV campaigns will be in the

(Continued on page 6)

Personal Mention

JAMES R. GRAINGER, RKO Radio president; **CHARLES BOASBERG**, general sales manager, and **WALTER BRANSON**, assistant general sales manager, will arrive in Hollywood today from San Francisco.

ERIC JOHNSTON, president of the Motion Picture Association of America, yesterday was awarded the honorary degree of Doctor of Humane Letters at the commencement exercises of the Hahnemann Medical College and Hospital in Philadelphia.

SAMUEL PINANSKI, president of American Theatres Corp., has been named a member of the Centennial Commission of the Boston Public Library.

HERMAN RIPPS, field assistant to **JOHN P. BYRNES**, M-G-M's Eastern sales manager, will return to New York today from Gloversville and Albany.

STEVE BROIDY, president of Allied Artists; **HAROLD MIRISCH**, vice-president, and **ALLEN WOOD**, production manager, will leave Hollywood by train Wednesday for New York.

CECIL B. DEMILLE has been elected president of the Los Angeles County branch of the American Cancer Society, succeeding **DWIGHT L. CLARKE**.

ALEX COOPERMAN, West Coast division manager of I.F.E. Releasing, will return to Hollywood tomorrow from New York.

DON HALEY, Paramount assistant manager in Kansas City, has been transferred to the Paramount office in San Francisco.

MARTY WOLF, Altec assistant general sales manager, and **L. J. PATTON**, Eastern division manager, have returned to New York from Buffalo.

BLANCHE LIVINGSTON, in charge of out-of-town publicity for RKO Theatres, returned here yesterday from London aboard the *S.S. Liberte*.

DAVID KAY, film importer, will leave New York today for Hollywood.

HOWARD STRICKLING, M-G-M publicity head, will leave New York tomorrow for Hollywood.

JAY EISENBERG, of M-G-M's legal department, will return to New York today from Columbus, O.

J. F. KIRBY, Warner Brothers division manager, was in Jacksonville this week from Atlanta.

Re-title RKO 3-D Film

"Devil's Canyon" is the final title assigned to the RKO Radio 3-D film whose working title was "Arizona Outpost." "Devil's Canyon," in color, will be screened next month.

Reviews

"The Beast from 20,000 Fathoms"

(Warner Brothers)

LOADED with exploitation material, crisply written and directed, this is an above-average science-fiction feature which should do very nicely at the box-office. With a prehistoric sea reptile running rampant through lower Manhattan and Coney Island, by means of some excellent special effects, the picture provides a stirring climax.

As in so many science-fiction films, the real stars of "The Beast from 20,000 Fathoms" are the special and technical effects men, in this case Willis Cooke and Ray Harryhausen, who have put together as weird a monster as anyone need have to disturb his nightmares. The creature is several stories high, possesses a snake-like tongue and tremendous strength. When he starts charging around in the vicinity of the Coney Island Tilt-a-Whirl or rearing his head beneath the Brooklyn Bridge, you are there in graphic realism.

The humans of the piece necessarily take a back seat to the monster, which, in science-fiction, is as it should be. Among the former are Paul Christian, handsome atomic scientist who first spots the monster in Baffin Bay; Paula Raymond, pretty palaeontologist, and Cecil Kellaway, her kindly boss whose interest in things prehistoric proves to be the death of him.

The story opens with an atomic bomb test in the Arctic, where the heat generated by the nuclear blast thaws the monster who has been frozen for 300,000,000 years. Slowly the beast makes its way down the North Atlantic coast, destroying light houses and small shipping while Christian, who is thought to be out of his mind, tries to alert the Army and Coast Guard. Needless to say Miss Raymond is the only one who believes him until the creature shows up in the waters off Brooklyn.

How the beast lays waste to a good portion of New York City before he is destroyed, makes for exciting film fare. Hal Chester and Jack Dietz produced and Eugene Lourie directed, from a screenplay by Lou Morheim and Fred Freiberger. The script was suggested by a *Saturday Evening Post* story by Ray Bradbury, is one of the foremost writers in the field.

Others in the cast are Kenneth Tobey, Donald Woods, Jack Pennick, Lee Van Cleef, Steve Brodie, Ross Elliott, Ray Hyke, Mary Hill, Michael Fox, Alvin Greenman, Frank Ferguson and King Donovan.

Running time, 80 minutes. General audience classification. June release.

"All I Desire"

(Universal-International)

A MARITAL conflict, contrived to pull on the heart strings, is presented in this Universal production, starring Barbara Stanwyck. The situation drawn is a sympathetic one and should find a satisfied audience, especially among women. With the proper exploitation pitch, the pictures should do nicely at the box-office.

Presented in this vehicle for Barbara Stanwyck is a woman who tries to find herself, who committed errors in the past which thwart her desire for happiness in the present. Miss Stanwyck, in order to avoid a scandal, had deserted her husband and family, leaving a small Wisconsin town to become an actress. Ten years later finds her playing in a cheap vaudeville house, and in response to a letter from her daughter, she compulsively returns home. Her eldest daughter, Marcia Henderson, and her husband, Richard Carlson, treat her with hostility, but her younger daughter, Lori Nelson, and her little son, Billy Gray, welcome her.

It is within this pattern that a number of dramatic incidents unfold. Among them are the feeling of love returning to the rejected husband, the accidental but suspicious shooting of Miss Stanwyck's former lover and the hostility of the towns-people to a "fallen woman." The heavy overtones are lightened by incidents of the domestic life, courting relationships of the girls, for example, which surrounds the theme. Playing the role of the good samaritan is Maureen O'Sullivan, bowing out when husband and wife are reunited.

Others in the cast include Lyle Bettger, Richard Long, Billy Gray and Lotte Stein. Ross Hunter produced and Douglas Sirk directed, from a screenplay by James Gunn and Robert Blees, based on the novel, "Stopover," by Carol Brink. The adaptation of the novel was by Gina Kaus.

Running time, 79 minutes. General audience classification. For July release. MURRAY HOROWITZ

Mass Openings for 'The Glory Brigade'

Campaign plans are in full swing for the saturation openings of 20th Century-Fox's "The Glory Brigade" in the territories of Cincinnati, Cleveland, Pittsburgh and Detroit, starting July 1, opening in several hundred theatres during the first three weeks of July.

Leo Pillot, special events director for 20th, will leave here for Cleveland this week to coordinate publicity and exploitation for the picture's opening at the Hippodrome Theatre there.

'Maze' Pre-Release Bookings Set Record

The greatest number of pre-release bookings in the company's history are listed for Allied Artists' "The Maze," a 3-D feature, M. R. Goldstein, vice-president and manager, disclosed yesterday.

The film will open in 112 houses in the next five weeks. Among the circuits are RKO, Stanley Warner, United Paramount, Butterfield, Fox West Coast, Minneapolis Amusement, Shea, Alliance, Altoona Public and Tri-States.

Outlook Dim for Norwegian Pact

The outlook for completing negotiations for a new Norwegian film pact before the old agreement expires on July 1 was considered dim here yesterday in trade quarters.

Word from Oslo, where Carl York, Scandinavian representative of the Motion Picture Association of America, is conducting negotiations, was that the parties are still as wide apart as ever. However, it was pointed out here that an agreement at times comes at the final hours of negotiations.

The major dispute concerns Norway's insistence on having the same product made available for Norway as is made available to other Scandinavian countries. This provision is opposed by companies such as RKO Pictures which contend that they cannot bind independent producers releasing through their respective companies to such a clause. Other points in the proposed pact call for an increase from 30 to 40 per cent in the share of American companies in the gross and a provision for special terms for five pictures, such as "Gone with the Wind."

Sears to Minneapolis MGM Publicity Post

CHICAGO, June 18.—Harry Sears, assistant to Norman Pyle in the M-G-M publicity department here, has been promoted and will head up the publicity department of the Minneapolis M-G-M exchange, starting Sunday.

Sears formerly was in the Balaban & Katz booking department, was assistant manager of the State Lake for a short time, and operated his own theatre, the Park, in suburban Austin before joining M-G-M.

ASCAP Elects

Abel Baer, John Redmond and Dr. Douglas Moore have been elected to the board of appeals of ASCAP. Others chosen for board posts were: Thomas Valando, of Valando Music Corp.; Joseph Santly, of Santly Joy, Inc.; and Joseph Fisher, of J. Fisher & Brothers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"Dangerous When Wet"

Esther Williams • Fernando Lamas • Jack Carson

color by TECHNICOLOR • An M-G-M Picture
plus Spectacular STAGE PRESENTATION

BURT LANCASTER
VIRGINIA MAYO
SOUTH SEA WOMAN
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in person
VIC DAMONE
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JOEY BISHOP • DUNNY BRIGGS
RICHARD HAYMAN
AND HIS ORCH.

Midnight Feature



THE MOST UNUSUAL SUCCESS STORY IN THE HISTORY OF OUR INDUSTRY!

All the unprecedented newspaper, radio, magazine and television coverage of the Coronation of Queen Elizabeth has only served to make everyone more eager to see this historic once-in-a-lifetime event *in full color on the motion picture screen.*

That is why

"A QUEEN IS CROWNED"

is setting box-office records across the country...Boston... Denver... Washington... Detroit... Cincinnati... Chicago... New York; playing to top grosses in cities large and small, Dallas... Richmond... Hartford... Wilkes-Barre... Little Rock, etc.

Unanimous rave reviews and superlative word-of-mouth are making "A QUEEN IS CROWNED" a bigger box-office attraction every day. IT WILL BE BIG NO MATTER WHEN YOU PLAY IT!

Please be patient with our bookers. They are doing their best to satisfy the overwhelming demand for prints.

The J. Arthur Rank Organization
proudly presents

"A QUEEN IS CROWNED"

Narrated by LAURENCE OLIVIER
Narrative by CHRISTOPHER FRY

The only full-length feature of the
Coronation in glorious color by Technicolor

King-size Profits...from U-I

COMPO Sees

(Continued from page 1)

sooner, and if there still is no sign of action on the Mason Bill, then the industry may ask to be heard again as part of the general revision hearings. Coyne, however, asserted that the Ways and Means Committee was well informed on the industry's situation and that nothing more could be added.

"Inconceivable to Me"

"It is inconceivable to me," Coyne said, "that the government is going to bracket prosperous and destitute industries for similar treatment; that is, to delay consideration of tax problems until next year.

"The facts developed by the tax committee have indicated that relief to theatres will not cut across Administration policies, because the Treasury will receive more revenue in the next 12 months if the tax is removed than can be expected if the tax remains and 5,000 theatres are forced to close. These figures have been carefully worked out, documented and presented to the Treasury and the committee."

Coyne said that the widespread support of the repeal bill among Congress and Senators is said to have been unequalled by any industry asking for relief. This, he said, reflects the intensity of the "grass roots" campaign. This is further evidenced, he added, by the fact that 55 Congressmen appeared before or filed statements with the House Ways and Means Committee in support of the bill, each bringing out intimate knowledge of theatre conditions in his territory. In addition, the statement filed by 60 other Congressmen two days after the tax hearings similarly indicated their awareness of the theatres' plight, Coyne said.

V.C. Aims

(Continued from page 1)

"contributed outstandingly to the growth of Tent No. 35 and for notable community services." Schwartz was not present, however.

William C. McCraw, executive director of Variety International, was toastmaster. Cohen, speaking for the honor guests, stressed the importance of good public relations within the industry and made a plea for increased membership of the New York tent which, he said, must be a leader among Variety clubs.

Dekker Principal Speaker

The principal speaker was screen and stage star Albert Dekker who outlined the specific aims of the Variety Club Foundation to Combat Epilepsy during the coming year. They are: (1) to underwrite the Variety Club Clinic for Children with Epilepsy; (2) to produce a film on the disease; (3) to print and distribute a series of educational booklets and other publications, and, (4) to hold a national conference of all groups working in the field of epilepsy. Dekker illustrated his plea for humanitarian service with the reading of a short story by Mark Twain.

Chief Barker Edward Lachman welcomed the guests in behalf of the luncheon chairmen, Martin Levine and Edward L. Fabian, first and second assistant chief barkers, respectively.

Predicts Huge 'Robe' Gross

(Continued from page 1)

Bathsheba" and "The Snows of Kilimanjaro," both of which grossed more than \$5,000,000 in slightly more than 4,000 initial playdates.

According to present plans, the company will give "The Robe" a world premiere at the Roxy Theatre here a few days before Labor Day. It will be opened at rapid intervals in about 50 other major cities across the country in the following month to six weeks, and in 50 additional cities by the end of November, Lichtman said.

Complete installations of CinemaScope have been made in 150 theatres as of now. Applications for installations passed the 4,000 mark with receipt of an order yesterday for the entire Famous Players-Canadian circuit, Lichtman reported.

Investments by 20th-Fox in CinemaScope, Eidophor and the new lenticular color process now aggregate about \$5,000,000, Lichtman said. Bausch & Lomb charged \$650,000 for re-tooling its plant to turn out the CinemaScope lenses, and an advance of \$250,000 was paid to the screen manufacturer to start production on CinemaScope screens, Lichtman revealed by way of illustration of pre-production investments.

He said that production of lenses is now geared to a pace which will provide 4,000, enough for 2,000 theatres, by the end of the year; that screens will be produced at the rate of 400 a month by July, and that the output will be stepped up to 900 a month beginning in August.

The output of stereophonic sound systems involves a slower process, Lichtman said, but with the several manufacturers now engaged in the work a combined output of 900 to 1,000 systems is looked for by the end of the year. Two or three months are required for the manufacturers to re-tool for the multi-sound track on a single strip of film system.

On the production end, Lichtman estimated that 275 CinemaScope camera lenses will be available for producers by the end of August. M-G-M has been supplied with 20 such camera lenses already. While the latter has announced several CinemaScope production, its total in that system has not been set yet.

Lichtman said that arrangements

were completed yesterday for Allied Artists to produce "The Black Knight" in CinemaScope. The latter previously had planned to make "The Annapolis Story" its first CinemaScope production but the plan was abandoned due to incompleted arrangements with the Navy Department.

Lichtman said that care will be exercised in approving production projects in CinemaScope in order to maintain a reputation of quality for the system. In the same way, care also will be exercised by 20th-Fox in licensing CinemaScope films for exhibition. While theatres will be licensed which have non-CinemaScope equipment which meets 20th-Fox's projection standards, he said, "The Robe" will not be booked into any theatre having equipment which is likely to provide it with inferior presentation.

The patents on the anamorphic lens used in CinemaScope have expired, Lichtman said, but attorneys recently advised the company that sufficient refinements may have been made on the original to qualify the present equipment for new patents. However, he added, the patents are of minor consequence. It's the "know-how" that is essential today, Lichtman said, recounting the inability of optical concerns here to make the basic lenses until 20th-Fox technicians had conferred with Prof. Henri Chretien, the inventor, and provided the definitive instructions.

Lichtman observed that he does not believe the popularity of 3-D films will be as lasting as that of the wide screen systems. He and Charles Einfeld, vice-president in charge of advertising-publicity, will leave here for the Coast today to see new rushes from the company's CinemaScope productions. They will be screened at the Chinese Theatre there late at night.

Lichtman said that size of the theatre is not a factor; equally good results having been obtained on CinemaScope screens in studio projection rooms much smaller than the 200-seat home office Little Theatre, in which a demonstration was conducted yesterday, as in some of the largest theatres in which the equipment has been installed.

CinemaScope

(Continued from page 1)

to be available for shipment early in August.

The announcement was made jointly by W. C. Michel, executive vice-president of 20th-Fox; George Lucas, Jr., president of L. E. Carpenter and Co.; Agis I. Mihalakis, president of Glow-meter Corp., and Harry E. Eller, Radiant president.

Screen Described

The screens are described by 20th-Fox as "High-reflective surfaces, scientifically engineered to take full advantage of every law of optics contributing to the achievement of maximum projection result." The company reports that it has received nearly 4,000 applications for CinemaScope to date.

Favors Goldstein 2-Fox Film Deal

While the deal by which Leonard Goldstein would make 10 2-4 films for 20th Century-Fox independently has not been concluded yet, Al Lichtman, head of distribution, said yesterday he hopes it will be closed.

"Standard product will be in demand for many theatres during the transition period," Lichtman remarked. Goldstein has completed four standard dimension films on his current 20th-Fox producer pact. With the studio itself wholly committed to CinemaScope production, Goldstein's future 10 would be made off the home lot.

Lichtman expressed the opinion that 20th-Fox would be receptive to the right kind of deals for additional 2-D production from others.

CinemaScope-Altec Show in Oklahoma

Third in the series of Altec Service Corp. nationwide sound clinics inaugurated by E. O. Wilschke, operating manager, will mark the CinemaScope demonstration scheduled for the Criterion Theatre in Oklahoma City, today.

Wilschke engineer has assigned Altec engineer Martin Bender to supervise the CinemaScope demonstration. Bender will also conduct the clinic on stereophonic sound for assembled Altec area engineers. Fred Pfeiff, Altec engineer, who performed the same functions with Bender at recent Memphis and Dallas CinemaScope demonstrations, will return to New York Altec headquarters.

More CinemaScope Orders to 20th

A cross-section of Canadian and domestic situations, including drive-ins, are represented in the latest orders for CinemaScope, totalling 39, received by 20th Century-Fox.

Heading the latest requests is one for 16 installations in Canada from the F. G. Spencer circuit of Saint John, N. B.

CinemaScope in N. O.

NEW ORLEANS, June 18.—A demonstration of CinemaScope by 20th Century-Fox will be held here on Tuesday morning at the Saenger Theatre. Exhibitors, film executives and press representatives have been invited.

Projection Room Demonstration Shows CinemaScope Suited to Small Theatres

That 20th Century-Fox's CinemaScope will be as much at home in the small theatre as recent demonstrations have shown it to be in the largest, was convincingly demonstrated at the home office projection room yesterday to trade press representatives, most of whom had previously viewed CinemaScope on the 65-x-25-foot screen in the 5,200-seat Roxy Theatre. The same demonstration footage was screened on both occasions.

The same impressive screen quality was communicated by CinemaScope to viewers in the 200-seat home office Little Theatre on a 32½-x-12-foot screen as that which obtained on the Roxy screen of twice that size. Panoramic, close-up and spectacle scenes were projected equally well. The one-hour screening revealed no shortcomings on screen or in stereophonic sound attributable to the smaller dimensions of the projection room. Its advantages were equally well displayed, even to the depth illusions in many of the scenes, in the smaller surroundings as they had been in the larger.

Theatre size, the demonstration appeared to prove conclusively, is not a factor in any consideration of CinemaScope usage.

SHERWIN KANE

Candy Makers

(Continued from page 1)

the manufacturer might consider how it will be accepted by the theatre trade. Wherever possible, we prefer a cello window-box for easy stacking, selling, storing and inventory. The cellophane bag is probably the worst item to handle as far as theatres are concerned. It does not meet the requirements conducive to quick selling and its crackling embarrasses the consumer while disturbing the nearby patrons.

Asks Uniformity

"2. The National Confectioners' Association can help by achieving some sort of uniformity of box count. Presently there are 14 different box counts, from 12 to 200 in the five-and-10-cent field alone. In the interest of selling fresh candy, most of us have a weekly delivery system and the average theatre can best handle about 60 units of any individual item.

"3. The manufacturer can help us by not only continuing, but increasing the variety of 10-cent bars; but they must be of good quality and full value.

"4. The candy manufacturer can further help us by supplying appropriate and practical sales aids that can be used at the point-of-sale candy stand. Signs that merely use the word 'candy' in the copy, without referring to any particular kind, are sales stimulants.

"5. The candy industry should want to help accelerate the return of the movie-going habit. I have in mind nothing more than the mention of movies in general in your radio, television, magazine and newspaper advertising programs. For instance, 'the next time you go to your favorite movie, buy your favorite candy bar for further enjoyment.'

Potential Increase 100%

"If members of the National Confectioners' Association will get all of their friends to go to the movies," Levenson said, "we will take care of selling them candy."

"Our potential increase in attendance is probably 100 per cent," he said, "and any amount that it is increased will reflect itself in candy sales because of the direct relationship between attendance and sales."

"A few years ago, the theatre industry was hit by the advent of television; sales dropped and the candy bar manufacturer also suffered because millions of consumers were being kept from the point-of-purchase. Steps were taken in two directions: first, to attract to the stand a larger percentage of those who were inside the theatre; second, to make a larger unit sale to those who were buying," Levenson said.

Methods Described

"The first was accomplished by adding to the appeal of the candy stand wherever possible and by the judicious use of impulse-exciting trailers and short intermissions. The second was achieved by making available higher priced items, particularly in attempting to convert as many five-cent sales to 10-cent sales as was possible. This was done in most theatres by reducing the number of five-cent items carried and increasing the number of 10-cent items, and in the larger houses by attempting to sell 15-cent and 25-cent candies," Levenson told the group.

Reviews

"The Last Posse"

(Columbia)

PRODUCER Harry Joe Brown and director Alfred Werker come up with a pretty sturdy and engrossing Western which is told with a background of beautiful, rugged terrain. It is hampered a bit by the flashback unreeling, but that is offset by the heavy action that is interspersed throughout. All in all, it will fully satisfy followers of the Western screen, and many others, too.

The title refers principally to Broderick Crawford who is a whiskey-soaked sheriff of a new peaceful community. The townsfolk tolerate him because he is responsible for having brought law and order and consequent prosperity to them. When some browbeaten cattle ranchers stick up wealthy Charles Bickford and Bickford's foster son, John Derek for \$100,000, which the ranchers rightfully believe belongs to them, Crawford joins the posse to see that the hijackers get justice, since he knows that Bickford will use the excuse of the holdup to kill the ranchers.

If this sounds complicated, it is because the story by Seymour and Connie Lee Bennett is motivated by a series of skeletons in each character's closet, said skeletons trotted out sometimes arbitrarily to provide motivation. The upshot of it all is that Derek's father many years before had been murdered by Bickford, a fact known only to Crawford as well as the beleaguered cattlemen. This and several other secrets are revealed in a bloody climax wherein Bickford kills the innocent ranchers, shoots Crawford, and is in turn himself killed by his foster son.

Crawford turns in another fine, believable performance as the principled sheriff now past his prime, as do Derek, Bickford and Henry Hull, the latter as Crawford's philosophical drinking buddy. Wanda Hendrix appears in the small role of Derek's girl friend. The screenplay was by the aforementioned Bennetts and Kenneth Gamet.

Others in the cast are Warner Anderson, Will Wright, Tom Powers, Raymond Greenleaf, James Kirkwood, Eddy Waller, Skip Homeier, James Bell, Guy Wilkerson, Mire McKinney, Helen Wallace, Harry Hayden and Monte Blue.

Running time, 73 minutes. General audience classification. For July release.

"Volcano"

(Dieterle-United Artists)

PRODUCED and directed by William Dieterle on an island off the coast of Southern Italy about three years ago, this picture originally was slated for release by Motion Picture Sales Corp. but was channeled to Eagle Lion, ultimately going to UA when that company acquired the Eagle Lion product.

For one thing, it has Anna Magnani; and it is her picture, like all her vehicles, other performers notwithstanding. It benefits and has obvious exploitation because of her recent high-powered publicity attending her visit here and the opening of "Bellissima." It also has other attractions; superb performances by Geraldine Brooks, as her too-young sister, and by Rossano Brazzi, as a handsome seducer and crook; glimpses of the life of the islanders, always poor, always trying to scrounge a living by spearing fish, by netting tuna, by mining pumice, and so on, and always hard, narrow, unrelenting in their criticisms and ostracism of a woman who strayed from the moral life.

It also has expert dubbing, which, however, introduces a new note which may become a handicap. It is apparent that when Italian dialogue, enriched by nuances of inflection, is turned into American dialogue, with presumably colloquial flavor, the result is often glaring banality. This is the more surprising because Erskine Caldwell wrote some of it.

The story has Magnani exiled from Naples on the mainland to her native island. She was a prostitute. None but her beautiful budding sister and her little brother accept her. Indeed, the islanders go out of their way to be cruel. She masters her lot, however, and works at whatever she may. But a bigger problem occurs when Brazzi, a diver, in reality a crook with white slave associations, campaigns for her sister. Almost nothing Magnani says or does, even to having Brazzi stay with her one night, convinces the sister the man is bad. Magnani, on Brazzi's boat, pumping air to him, has one recourse left; she stops pumping, and he dies under the water. Feeling her guilt and completely hopeless, she climbs the volcano as it begins erupting and destroying the village, and dies in its embrace.

Others in the cast are Eduardo Ciannelli and Sastiola.

Running time, 106 minutes. Adult audience classification. June release.

"Pickup" Opens Strong

The opening day gross of 20th Century-Fox's "Pickup on South Street" at the Roxy Theatre here was \$14,079, it was disclosed yesterday. This was said to be the biggest non-holiday opening gross on a 20th-Fox picture at the Roxy in two years.

To Honor Police Captain

HARTFORD, June 15.—Exhibitors from throughout Connecticut will attend a testimonial luncheon at the Racebrook Country Club, Orange, on Saturday to honor Capt. Ross V. Uruquhart, upon his retirement from the Connecticut State Police.

Industry TV

(Continued from page 1)

such contingency is the acceptability by the MPAA of the pilot film, now in production. Another contingency, it was pointed out, may be the expected clearance of the American Federation of Musicians. Although the pact was signed without formal AFM clearance, verbal assurances of AFM approval have been given, it was learned. Other American Federation of Labor unions, such as the Screen Actors Guild, have already approved the project. The cooperation of the guild was gained by offering the net proceeds from the series to the Motion Picture Relief Fund, if the series is sponsored, and a flat sum if the programs are sustaining.

The plans call for launching the series this fall, with a 30-minute telecast slated for each week. Clips from current releases of all member MPAA companies, in addition to United Artists, will be used in order to promote attendance at local theatres. Hollywood personalities will also be utilized as masters-of-ceremonies or as guests, it is understood.

Vistarama

(Continued from page 1)

ley again declined to quote prices for the lenses, but said they would be "considerably less" than competitive prices.

Dudley said he plans to hold additional Vistarama demonstrations in Washington, Detroit and Chicago this month.

Herrick to New York In New 'Look' Post

Jean Herrick, West Coast vice-president of Cowles Magazines in charge of West Coast advertising operations for *Look*, is being transferred to New York effective Aug. 1, to be assistant to Marvin Whatmore, general manager, it has been announced by Gardner Cowles, president of the organization.

Herrick's duties on the West Coast will be split among three Cowles executives in that area. Stanley Gordon, West Coast editor, will be in charge of the Coast editorial operations; Vern Anderson, Coast advertising manager, will be head of Coast advertising with the exception of motion picture advertising; Jack Sayers, who has been assistant to Herrick, has been named West Coast office manager. Sayers will continue to handle motion picture advertising and general promotion on the Coast for *Look*, in addition to his new administrative functions.

Out of the pages of history comes one of the world's immortal romances!

The fabulous story of mlle. **Désirée**

The Story which parallels the current best seller.

THE INTERNATIONAL SUCCESS

NOW on the screen!



Released by Continental Dist.

1650 Broadway
N. Y. C.

Home Office Labor Talks Start Soon

Negotiations for new union contracts covering home office employees will be initiated shortly by Local H-63 of the Home Office Employees Union. Most of the current pacts expire between Aug. 31 and Nov. 1, with the exception of the one with Paramount which already has elapsed. The Paramount talks will start next week.

Employees of all companies except those of Loew's are represented by Local H-63.

Nord 3-D

(Continued from page 1)

with the assistance of William Spooner, also an official of the company.

Clapp said yesterday that there had been too much emphasis placed on the "small theatre angle" of the Nord system. While the process is adaptable to the smallest house, it is equally suitable for large theatres, he said. No price has been determined as yet, but Lachman said that the over-all cost probably would be less than that of the amount now paid for some 3-D screens alone.

Lachman said that he had been "flooded" with telegrams and telephone calls from exhibitors requesting information on the system since the announcement of the process appeared on Wednesday. He said he also had received inquiries from independent producers asking for details with the view of producing pictures with the Nord camera.

Lachman, who will continue as president of Lorraine Carbons, said that although the Nord demonstration on Tuesday was held with his carbons because of the need for greater light, any carbon can be used.

'U' Ad Policy

(Continued from page 1)

form of spot announcements. U-I has prepared a series of 60-second and 20-second spots on all films being released during July and August. These are available to exhibitors on direct order through the company's home office.

While TV has been used in the past on selected U-I pictures, this marks the first time TV spots have been made available on an entire group of releases, Lipton pointed out. The decision to make TV spots available on all summer releases came as a direct result of a growing demand on the part of exhibitors for this form of advertising, he said.

Pictures on which the TV spots have been prepared include "Thunder Bay," "The Man From the Alamo" and "The Great Sioux Uprising," all in color by Technicolor, plus "Francis Covers the Big Town," "All I Desire," "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde" and "All-American."

'Queen' Sets Hub Mark

BOSTON, June 18.—Universal's "A Queen Is Crowned," with admission increased from 80 cents to one dollar, scored a record gross of \$20,000 in its first week at the Exeter Street Theatre here.

Asides & Interludes

—by James Cunningham

The Curtis Circulation Company, Inc., services our news desk with this palaver, in part:

"Most of the successful people in Hollywood are failures as human beings," declares Marlon Brando in this week's *Saturday Evening Post*. . . . "Once you're a star you want to be a bigger star. Nothing matters except being an idol of the public. Money pours in; suddenly you're rich. You tend to lose your perspective."

"You can figure which salary bracket a Hollywood Actor is in by the kind of smile he gets," Brando states. "When I first came out here I got \$40,000 a picture. The smiles people gave me showed two teeth. Now I'm paid around \$125,000 a picture. I get both uppers and lowers. But they're locked together. The mouth goes up at the corners. But the teeth are set. I'll never get the big, fat grins that go with \$250,000 a picture. They only pay that kind of money to cowboy stars."

"I don't like breaking my neck for cash," says Brando. "But in my business, if you want money you have to go to Hollywood and stay there, so you'll be available when the studios want you. It's not that I consider money sinful. It's only immoral when it gets you instead of your getting it. It nauseates me that in America being poor is almost as bad as being a criminal."

☆☆☆

Film salesmen, roadshowmen, exploiteers, and other Knights of the Road should appreciate the news which our Dorothy Altmann relays concerning the bill introduced in the Pennsylvania Legislature which bans squeaky hotel bed springs.

The bill would require hotels to equip with "soft-rubber bumpers and non-squeak springs."

"Such bumpers and springs shall be so constructed that any movement of the bed will not disturb tenants of adjoining rooms," the bill states, states Dorothy.

☆☆☆

Hedco Manufacturing Corp., in Chicago, manufacturers of radios and such, has signed a contract with Local 1031 of the IBEW, which provides that employees be given a year's vacation on the completion of 10 years of service. We'll settle for Friday off on the day before July 4th.

☆☆☆

Current gag going the rounds in Chicago, as relayed by Bruce Trinz, concerns the manager of a theatre playing 3-D pictures who was fired. "You're through, Smith," bellowed the tyrannical tycoon exhibitor . . . "turn in your glasses and pick up your check."

Don Roth's Blackhawk Restaurant out there, is advertising "3-D Drinks . . . With Glasses."

☆☆☆

The Richard H. Roffman public relations office in New York City has a list of 15,000 interesting people from all walks of life available for personal appearances to promote almost anything in films, on stage, radio, TV, forums, debates, lectures, or what will you have.

Among the 15,000 persons "of all the known arts, sciences, professions, crafts, hobbies, business, public affairs and show business fields," Richard H. Roffman Associates offer church spire inspectors, pier piling constructors, gal hypnotists, speedup systemicians, experts on the moon, specialists in creating new stamps for foreign countries, "and hundreds of other rather unique classifications."

Maybe Mr. Roffman has someone who can pull a Stanley Warner rabbit out of the Cinerama hat.

☆☆☆

A seven-page article entitled "3-D High, Wide and Handsome" appears in the current issue of *Look Magazine*. It explains the technical differences between this-arama and that-arama, and other variations of the same principles. We were perplexed for awhile during the eye-consumption of the revealing document, until we hit this most enlightening explanation of the peripheral extension of vision created by wide, curved screens: Says *Look*: "Peripheral vision is what is seen out of the sides of a normal pair of eyes looking straight ahead."

We have normal eyes. We can look straight ahead at a blonde and see a redhead from the side of one eye and a brunette from the side of the other.

But we did not know until now that they call it peripheral vision.

☆☆☆

Wonderama:

Some persons obtain real enjoyment, music-wise, from a little harmonica. Others who prefer the keyboard, enrapture with the accordion. Up to now, we have been satisfied with our little spinet, always casting an envious eye, of course, in the direction of those concert grand Steinways on the stage of Carnegie Hall. You know, those BIG STEINWAYS.

Well, we haven't been able to look our spinet in the keyboard since those fellows over at Columbia Pictures' home office sent along word that Stanley Kramer had built the largest piano ever for his production of "The 5000 Fingers of Dr. T."

The piano which Stanley had built runs 100 yards—from here to there—and sets the scene for the wicked Dr. T, a piano teacher, to fulfill his lifelong ambition to conduct 500 reluctant boys in a grand piano symphony for 5000 fingers.

In the THEATRE Equipment

World . . .

• • with RAY GALLO

"SYNCHROMASTER" is the name of a new film synchronizer which has been marketed by the Neu-made Products Corp., New York. In addition to being required by studios, laboratories and exchanges, synchronizers also facilitate matched splicing of 3-D films in theatres. The Neu-made unit is produced in a variety of models for 16mm. and 35mm. films, with two, three and four hubs. Other assemblies containing five, six or more hubs can be quickly assembled to order, the manufacturer states. Combination machines are also available for matching 16mm. and 35mm frame for frame.

The Edwin F. Guth Co., St. Louis, has introduced a new fluorescent light fixture, which, according to an announcement, is "designed with simple lines to permit a variety of pattern planning for blending with contemporary interiors." It is called the "Peer-Lite," and has flexibility permitting the use of a wide range of louvers and diffusers. Evenly distributed illumination is provided by the unit with 20 per cent uplight and 80 per cent downlight. Top plates for 100 per cent downlight are also available.

A new model heavy-duty commercial vacuum cleaner, smaller in size and lighter in weight than its large "Super" machine, has been announced by the National Super Service Co., Inc., of Toledo, Ohio. Trade-named the "Super Model JS," the new portable unit is designed to deliver heavy-duty power, pick-up and performance in all dry suction cleaning and blowing operations, according to a company announcement. It is powered by a one and one-half h.p. motor, driving a three-stage fan. The new model can be used with all standard and special Super tools and attachments.

A new brochure describing its electronic air filtering system designed to purify air by removing all air-borne pollen, dirt, dust, soot and cigarette smoke has been issued by Trion, Inc., of McKees Rock, Pa. The equipment, known as the "Trion Electronic Air Cleaner," operates by combining air from the outside atmosphere with recirculated air from within the theatre.

Jack A. Frost, Detroit electrical contractor, has returned from the Far East where he investigated possibilities for expansion of his organization. The company conducts an electrical equipment rental service for such occasions as special displays, stage shows, openings and anniversary celebrations, on a national scale. In reporting on his trip Frost said he was particularly interested in Tokyo, where many major industrial constructions are underway, and in the Philippine Islands, where he noted an outstanding industrial potential.

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 73. NO. 120

NEW YORK, U.S.A., MONDAY, JUNE 22, 1953

TEN CENTS

Tradewise . . .

By SHERWIN KANE

BOB O'DONNELL took time out recently to pat a few layers of frosting on studio publicity chieftains for their good public relations work for motion pictures. Their efforts, O'Donnell feels, have contributed much to the current public interest in and understanding of the new photographic projection techniques in process of introduction to the public.

Coming from an exhibitor, that last is interesting. Most of the exhibitors we have talked to are convinced that despite the combined efforts of everyone, not just Hollywood, who communicates with the public on behalf of the industry, the average patron is more confused today than he was four months ago by the almost daily introduction of what Al Lichtman referred to last week as the "panoramasopes, visiascopes, stethoscopes and horoscopes."

Or, as one of our earthy exhibitor friends in Queens puts it: "There ain't one ticket-buyer in a thousand who knows his aspect ratio from a hole in the ground."

But, if the boys on the West Coast have succeeded in spreading enlightenment where others have failed, then more power to them. They've earned their buttering-up. With that behind them, maybe they can do something now about the malodorous and erroneous tripe circulated by many syndicated Hollywood columnists. While studio publicity heads are in no way responsible for a great deal of it, it continues to be one of the industry's public relations' sores most in need of attention.

It obviously is difficult to correct or control. The source of most of it is either an out-of-work "name" out to snare some attention or to air a grudge, or a hungry freelance publicity man willing to besmirch the industry to prove he can get something into print.

Since there are columnists—and newspapers—eager to get and print vulgar, sensational or derog-

(Continued on page 2)

See Minimum Wage Demand For Salesmen

The executive committee of the Colosseum of Motion Picture Salesmen will meet in White Sulphur Springs, W. Va., tomorrow to discuss terms and conditions of a new contract to propose to distributors. The committee will sift proposals offered by the various Colosseum chapters throughout the country in order to reach a basis for a new pact.

It has been reported that the Colosseum will seek to overhaul the salary structure for salesmen. While salaries and expenses vary in different areas, it is understood that the organization will seek a minimum

(Continued on page 6)

Weekend Visit Set To Rogers Hospital

All branches of the industry will be represented at the annual inspection tour of the Variety Clubs-Will Rogers Memorial Hospital at Saranac Lake, N. Y., next weekend. The activities will include the mid-year meeting of the board of directors.

The party will leave New York Thursday night and return Monday morning. The improvements made at

(Continued on page 6)

'Film' for Blind Will Be Shown Here Tomorrow

"Sightless Cinema," a service for the blind in which the major companies are cooperating, will have its premiere demonstration at the Johnny Victor Theatre in the RCA Exhibition Hall here tomorrow afternoon from 1:30 to 4:00 o'clock. The initial recording will be of Paramount's "Detective Story."

Sponsored by the National Foundation to Entertain the Blind, of which Leon J. Rubenstein is director, the service consists of disc-recorded sound tracks of released pictures, with descriptive interpolations of the action. Mel Alperin's voice will be heard in connection with "Detective Story."

Tomorrow's preview of "Sightless Cinema" will spark the release of

(Continued on page 6)

Johnston Hails Industry TV Pact

The newly signed preliminary agreement launching the planned television series promoting the motion picture industry was hailed here at the weekend as a "significant advance" for both media, by Eric Johnston, president of the Motion Picture Association of America.

The agreement between MPAA and the American Broadcasting Co., a

(Continued on page 6)

Expect Close Of Cinerama Deal Today

Circuit Wins Two-Year Extension of Rights

By MURRAY HOROWITZ

Consummation of the Stanley Warner-Cinerama deal is expected to take place late today, it was disclosed here at the weekend by a key principal in the negotiations. He said the deal will be subject to the approval of the Department of Justice.

Under the deal, it was learned, Stanley Warner has won its bid for a two-year extension of exclusive Cinerama exhibition rights, in return for undisclosed other concessions. In addition, it was stated, the deal pares down the number of new productions obligatory upon the

(Continued on page 6)

Extended Trade Act Urged on Senate

WASHINGTON, June 21. — Eric Johnston, president of the Motion Picture Association of America, has urged the Senate Finance Committee to extend the Reciprocal Trade Agreements Act but to drop a House-approved provision enlarging the size of the Tariff Commission. Johnston held

(Continued on page 6)

Edmund Grainger Warns Against 3-D 'Gimmicks'

HOLLYWOOD, June 21.—"The employment of 'gimmicks' to sell 3-D and wide-screen to the public can injure these new techniques irreparably," RKO Radio executive producer Edmund Grainger warned in a trade press interview.

Laud CinemaScope At Paris Showings

Cabled reports from Paris to 20th Century-Fox at the weekend revealed that the first European demonstrations of 20th Century-Fox's CinemaScope at the Cinema Rex were favorably received and that the first press reaction indicated a belief that "CinemaScope is the future of the motion picture."

Spyros Skouras, 20th-Fox president,

(Continued on page 6)

"The innovation of 3-D and wide-screen is an extremely stimulating and healthy influence on our public," he said. "Their interest is reflected in the current box-office."

"However, I feel that real justice has not been done to these media because of too many 'gimmick' pictures. Everything has been thrown at the motion picture audience but a good story."

The exhibitor should welcome both 3-D and wide-screen because of their flexibility, he said. "The public has proven so far that it enjoys the stimu-

(Continued on page 6)

Film Companies Plan Three-day Holiday

Most film company home offices will give their employees a three-day Independence Day weekend. Companies already planning to close on July 3, the day preceding the holiday, are Allied Artists, M-G-M, RKO Theatres, Stanley Warner, United Artists, United Paramount Theatres, Universal-International and the Motion Picture Association of America. Warner Brothers had decided on closing at 1:00 P.M. on July 3 but is said to be reconsidering in favor of an all-day closing.

Announcements of a July 3 closing are expected to be forthcoming soon from most other companies.

Personal Mention

DAVID A. LIPTON, Universal vice-president in charge of advertising and publicity, will arrive in New York today from Hollywood.

HENRY ANDERSON, insurance manager of American Broadcasting-Paramount Theatres, has been elected vice-president of the American Management Association in charge of that organization's insurance division.

NANCY LORIE NATHANSON, daughter of HENRY L. NATHANSON, president of M-G-M Films of Canada, was married in Toronto at the weekend to RALPH FLORENCE.

GEORGE D. BURROWS, Allied Artists vice-president and treasurer, accompanied by MRS. BURROWS, left New York Friday aboard the *S. S. Liberte* for Europe.

NAT LEVY, RKO Radio Eastern and Southern division manager, will leave New York today for Memphis, Oklahoma City and Dallas.

E. J. MANNIX and HOWARD STRICKLING, M-G-M studio executives, returned to Hollywood from New York at the weekend.

SAM GALANTY, Columbia Mid-Eastern division manager, will arrive in New York today from Washington.

LARRY MORRIS, general manager of B. S. Moss Theatres, will leave New York on Wednesday for Hollywood.

ROBERT HAGGIAG, producer, who arrived in New York last week from Rome, has left here for Hollywood.

SAM BEKERIS, United Artists Latin-American supervisor, arrived in New York Friday from Mexico City.

NORMAN MORAY, Warner Brothers general sales manager for short subjects, has left Hollywood for a tour of company exchanges.

F. H. FODOR, Filmcraft's head of production, has returned to Hollywood from San Francisco.

WILLIAM M. PIZOR, Lippert Productions vice-president, has left New York for Hollywood.

S. P. EAGLE, producer, arrived in New York by plane on Saturday from London.

HERBERT WILCOX will arrive in New York by plane today from London.

MICHELE MORGAN left New York Friday on the *S. S. Liberte* for Paris.

Chouinard Leaves WB

MINNEAPOLIS, June 21.—Casper Chouinard, manager in charge of city sales here for Warner Brothers, has resigned, effective June 27, to join Graphic Ads.

Reviews

"City of Bad Men"

(20th Century-Fox)

Hollywood, June 21

THE city referred to in the title of this fast moving blend of fact and fiction is Carson City, Nevada, as of the great day in ring history when Ruby Bob Fitzsimmons took the world's heavyweight boxing championship away from Gentleman Jim Corbett in a bloody bout that, even in the gorier history books, wasn't 1-2-3 with the blood-letting conflict which that justly celebrated melodramatist, Leonard Goldstein, has wrapped around the event. And this is said, be it made clear at once, in no spirit of levity, or scorn, for the story is far better, as well as bloodier, than most in the Goldstein list of money-makers, and the performances, in the main, surpass in point of conviction the mean-average-level of acting common to stories in which killers abound and death is a dime a dozen. More succinctly, this is rattlin' good Western melodrama, in tip-top color by Technicolor photography and with Jeanne Crain, Dale Robertson, Lloyd Bridges and Richard Boone among the extremely large and busy cast of altogether colorful characters.

Harmon Jones directed this exercise for the all-outest producer of violent pictures in these parts. And the picture was written by George W. George and George F. Slavin. Some one or another or maybe several of these gentlemen came up with the decidedly interesting idea that the box-office of a stadium where a world's championship boxing match is being held should make a nice fat touch for a stick-up artist, and that's principally what this story is about. Robertson is leader of a bandit group that comes from Mexico to Carson City on robbery bent, finds the town over-run with fight-fans loaded with funds, and plans to hold up the stadium as soon as the cashiers get the gate receipts into one convenient place. But that's only the basic structure. He is not the only bandit on the scene, and he's got girl trouble, of two kinds, for which reasons, plus others, the story doesn't run off as simply as projected here, but a lot more interestingly.

Hard to think of anywhere a big Western in color's ever gone big that this one won't.

Running time, 82 minutes. General audience classification. For September release.

WILLIAM R. WEAVER

"Ride, Vaquero!"

(Metro-Goldwyn-Mayer)

AS the faithful aide to Mexican bad man Anthony Quinn, Robert Taylor plays the man of mystery, a tight-lipped, non-committal, deadly gunman who is regarded by Quinn as a brother. Quinn's band has been terrorizing the territory around Brownsville, Tex., to prevent settlers from the North from developing the land into cattle baronies. Howard Keel and his pretty wife, Ava Gardner, represent the settlers with staunchness and uprightness.

Taylor begins to be torn by loyalties; and, when he switches allegiance, becomes involved with Miss Gardner in her husband's absence. He turns to the bottle; and then, when Quinn and his band "take over" Brownsville, he engages in the battle which both he and Quinn knew was inevitable, but which both regretted because they not only had the affection of brothers, but were actually brought up as such by Quinn's mother. They kill each other; and Keel and his bride are free to carry on.

This tale is helped slightly by the color, by some bar room scenes and by the final gun brawl, and is helped a bit more by Quinn's performance, the only one with fire and conviction. He is a real Latin bad man, blustering, drunken, a murderer, but wise enough to know, and sad in that knowledge, that he must continue to terrorize or the settlers will win the land and in any event hang him. Kurt Kazsnar contributes some effective sentimental dressing as the priest who knows the motives of all but is helpless to prevent the bloodshed. Bronislau Kaper's brooding musical score also helps.

John Farrow directed under producer Stephen Ames from a screenplay by Frank Fenton. Others in the cast are Ted De Corsia, Charlita, Jack Elam, Walter Baldwin, Joe Dominguez, Frank McGrath, Charles Stevens, Rex Lease and Tom Greenway.

Running time, 90 minutes. General audience classification. Release date, July 17.

Houser At Studios For Product Talks

HOLLYWOOD, June 21. — Mervin Houser, RKO Radio Eastern advertising-publicity director, arrived here at the weekend from New York for a series of meetings at the studio with James R. Grainger, president; Charles Boasberg, general sales manager; Walter Branson, assistant sales manager, and Perry Lieber, national director of advertising-publicity-exploitation, on the forthcoming release of RKO Radio's first 3-D films, "Second Chance" and "Devil's Canyon."

Houser will be here for approximately a week.

Legion Scans Two; One in 'B,' One in 'A'

The National Legion of Decency has reviewed two new films, placing one in Class B, the other in Class A, Section 2.

"Arrowhead" has been classified as "B". "Dream Wife" is in Class A.

Albany Tourney Held

ALBANY, N. Y., June 21.—The 11th annual golf tournament and dinner of the Albany Variety Club attracted 85 contestants and guests. Ralph Ripps, Metro salesman, won the tournament, with W. Gordon Bugie, Paramount salesman, runner-up.

Tradewise...

(Continued from page 1)

atory Hollywood copy, and the sources of such copy more often than not are beyond the control of the responsible studio publicity heads, it might be said that beyond personal contacts and efforts at education and persuasion of the offenders, there is nothing they can do about it.

Yet there always is the opportunity to outsmart the mavericks by some extra effort in competing with them for the available space on the printed page with a better, more factual, more responsible story. Copy of that kind at least has a chance with the publications which count the most.

'Stalag 17' Premiere Will Benefit AFA

Paramount's "Stalag 17" will have a benefit world premiere at the Astor Theatre here on June 30 under the auspices of the Air Force Association, New York State Wing, it was announced by Arthur F. Kelly, AFA president. Proceeds of the evening performance will go to the AFA's Air Force Widows' Rehabilitation Program.

The Astor management and Paramount are making arrangements for big-scale radio and TV coverage of the event, for which invitations are being sent to stars of screen, stage and television and to national, state, city and military officials.

AFA's Air Force Widows' Rehabilitation Program was initiated at the suggestion of Mrs. Carl A. Spaatz, wife of the Air Force's first Chief of Staff. Its purpose is to assist Air Force widows and their children in adjusting themselves, domestically and socially.

Eleven Assigned to Altec Field Staffs

Because of the continuing demand for stereophonic sound system installations throughout the country, Altec Service Corp. continues to expand its field engineering staff, reports E. O. Wilschke, Altec operating manager.

Assigned to the Western division were F. J. Gorbett, F. E. Howell, H. W. Bobbitt, O. S. Wible, M. A. Cramer and E. R. Holcomb, under the supervision of division manager D. A. Peterson. G. E. Compton, J. H. McGinley, M. R. Prilik, H. Neuberger and P. A. Capone go to the northeast division, in charge of C. S. Perkins.

Bldg. Theatre, Drive-in

ALBANY, N. Y., June 21.—Neil Hellman, Albany and Philadelphia exhibitor, has completed plans for the building of a 1,200-seat theatre in Levittown, Pa., where within the next two weeks he will open a 700-car drive-in.

Now... a 3-D DISPLAY to SELL your 3-D ATTRACTIONS!



3-D

VIEW-MASTER DISPLAY CABINET

Prevues *Actual* 3-D Scenes from Coming 3-D Pictures

Here's the dramatic, showmanship way to sell your coming 3-D shows! Show your patrons the startling depth... the exciting realism... of 3-D with this VIEW-MASTER display from NSS!

Three VIEW-MASTER viewers are locked into this attractive, specially designed steel cabinet. Each contains an identical set of seven 3-D scenes from the 3-D feature that's coming to your theatre.

Display permits three patrons to simultaneously preview your coming 3-D features and to change scenes through the flick of a lever. You'll want to have several of these patron-pulling displays...for use in your lobby and away-from-theatre.

NSS has arranged for complete photographic coverage of all major 3-D productions to keep you supplied with the best possible 3-D transparencies for all your coming 3-D pictures.

You buy the cabinet with the three viewers *outright* for \$24.50...and use it for *all* your 3-D engagements. Your only subsequent expenses are the reels of 3-D transparencies for the viewers at \$1.85 per set of 3... and Display Cards at 60c each. For full details and complete service contact your NSS exchange. Do it today!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

The Amazing Story of **THE MAZE** *is told in these* **Amazing Bookings!**

AMAZING • AMAZING • AMAZING

SAN FRANCISCO
ST. FRANCIS
June 23

AMAZING • AMAZING • AMAZING • AM

AMAZING •

OMAHA
ORPHEUM
July 10

ING • AMAZING • AMAZING •

PHILADELPHIA
STANTON
June 26

AMAZING • AMAZING • AMAZING • AMAZING • AMAZING • AM

ROCHESTER
PALACE
July 15

LOUISVILLE
MARY ANDERSON
August 6

DAYTON
KEITH
July 23

PHOENIX
PARAMOUNT
July 26

PITTSBURGH
WARNER
June 25

WASHINGTON
ONTARIO & APEX
July 10

SPOKANE
FOX
July 16

OAKLAND
PARAMOUNT
June 24

KANSAS CITY
PARAMOUNT
July 10

NEW ORLEANS
ORPHEUM
July 1

ST. PAUL
RIVIERA
July 1

Top Circuits
Everywhere!

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CHICAGO
UNITED ARTISTS
July 22

• AMAZING

LOS ANGELES
Hollywood & Downtown
PARAMOUNTS
July 2

• AMAZING

BOSTON
PARAMOUNT &
FENWAY July 2

MILWAUKEE
WARNER
July 3

CLEVELAND
PALACE
July 2

ST. LOUIS
FOX
July 17

SEATTLE
PARAMOUNT
June 30

DES MOINES
DES MOINES
July 2

BALTIMORE
HIPPODROME
June 25

DENVER
DENVER & ESQUIRE
July 2

MINNEAPOLIS
STATE
July 2

SALT LAKE
LYRIC
June 26

SPRINGFIELD
MASS.
PARAMOUNT
July 1

PROVIDENCE
MAJESTIC
July 1

SIOUX CITY
CAPITOL
July 17

DETROIT
MADISON
July 2

SYRACUSE
KEITH'S
July 15

ALBUQUERQUE
STATE
July 29

WORCESTER
CAPITOL
July 3

YOUNGSTOWN
WARNER
July 23



THE MAZE

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Sensational
Suspense Novel
in

3-D

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Production Designed and Directed by **WILLIAM CAMERON MENZIES**
Written for the Screen by **DAN ULLMAN** • Based upon a story by **MAURICE SANDOZ**
Executive Producer **WALTER MIRISCH**

WEST COAST • MINNESOTA AMUSEMENT
SHEA • ALLIANCE • ALTOONA PUBLIX

Video Pact

(Continued from page 1)

division of American Broadcasting-Paramount Theatres, calls for the production of a series of 30-minute telecasts, tentatively titled, "Hollywood Parade." A joint MPAA, ABC-TV announcement said the series is planned as a regular network feature this fall or winter. Production of the pilot program will get under way this month, it was stated, at ABC's TV center in Hollywood. ABC, it is understood, already has begun culling releases for likely clips.

Stars to Appear

As currently planned, each telecast will feature two or three highlight excerpts from forthcoming productions, together with appearances by one or more of the stars associated with the pictures. Cooperating in the venture are all member companies of the MPAA, as well as United Artists. Cecil Barker, ABC's Western division director of programs, will be in overall supervision of production, working with a representative of the MPAA.

It is understood that the preliminary agreement is subject to final approval by both principals before the series is launched.

CinemaScope Lauded

(Continued from page 1)

led a large delegation to the premieres which included film and government leaders and large segments of the European press. Exhibitors from 13 countries attended the showings.

Skouras returned here yesterday from a three-week European tour and was scheduled to leave last night for the Coast to see the first assembled prints of "The Robe," "How to Marry a Millionaire" and "Twelve Mile Reef." He will join distribution director Al Lichtman and vice-president Charles Einfeld, who left over the weekend for the studios for conferences with production chief Darryl F. Zanuck.

Following his studio visit, Skouras will return to New York enroute to London for CinemaScope demonstrations which start there on June 29 at the Odeon Theatre.

'Sightless Cinema'

(Continued from page 1)

the project through a system of 30 public library exchanges from Coast to Coast. The blind obtain their film-play records from their regional libraries for which no charge is made. Recorded material for the blind, like Braille, is franked through the mails by the U. S. government. The blind person hears his records on a player furnished on loan, free, by the Library of Congress.

Free Enterprise (Peron Style)

Buenos Aires, June 21.—The government has ordered all theatres in Argentina to reduce admission prices by 25 per cent, effective tomorrow. However, prices for weekend and holiday performances are exempted from the order.

Review

"Shoot First"

(Stross-United Artists)

A SPY thriller which takes the audience through the paces of a chase, a cloak-and-dagger conspiracy, and a counter-espionage attack is offered in this United Artists release. The Raymond Stross production, which was made in England, stars Joel McCrea. On the whole, it is serviceable film fare, packing a punch for suspense fans.

McCrea as a Lieutenant Colonel in the United States Army is stationed in England, living with his wife in the British countryside. He fires some buckshot at a man, thinking him a poucher, only to find himself involved in uncovering an espionage ring, operating out of Poland. The link which drives McCrea forward in trying to uncover the spies is that he mistakenly thinks that it was he who killed the poucher. As the story unfolds, McCrea is exonerated, but the spies are nabbed with the aid of a Polish emigre, a role excellently handled by Herbert Lom.

The weakness in the picture lies in the overplay of dialogue and the failure to tie all of the strings together in the plot. However, there are other compensations such as the suspense-filled night landing of a foreign craft on English soil, the capture of the foreign agent, and the final sequence when members of the spy ring are caught.

Others in the cast include Evelyn Keyes, Roland Culver, Marius Goring, Frank Lawton, Patricia Laffan and Cyril Raymond. Robert Parris directed, from a screenplay by Eric Ambler, adapted from the novel, "A Rough Shot," by Geoffrey Household.

Running time, 88 minutes. General audience classification. May release.

MURRAY HOROWITZ

Rogers Hospital

(Continued from page 1)

the hospital, including patient and research facilities, will be observed by the visitors and explained by Dr. George E. Wilson, medical director, and his associates, Doctors William Stern and H. W. McCreary. A memorial tablet in honor of Harold Rodner, former executive vice-president of the hospital, will be unveiled Friday afternoon.

The group will spend the rest of the weekend at Schroon Lake where they will be the guests of Allan, Burton and Norman Robbins at their Albur-norm resort. The board meeting is scheduled to be held there Saturday morning.

Large Party to Make Trip

In addition to representatives of distribution, exhibition and production, the party will include trade press editors and publishers.

The following are expected to make the weekend trip to the hospital and to Albur-norm: Neil Agnew, Charles Alicoate, Chester Bahn, Jack Beresin, Harry Brandt, Max A. Cohen, Jack Cohn, Bob Coyne, Jack Cunliffe, Ernie Emerling, George Dembow, Sam Dembow, Ned Depinet, S. H. Fabian, Charles Feldman, Leopold Friedman, Abel Green, J. Robert Hoff, James M. Jerauld, Harry Kalmine, Sherwin Kane, Mel Konecuff, Arthur Krim, Chick Lewis, Dr. Edgar Mayer, Abe Montague, James A. Mulvey, R. J. O'Donnell, Ted O'Shea, Eugene Picker, Al Picoult, Martin Quigley, Jr., Sam Rinzler, Herman Robbins, Sam Rosen, Abe Schneider, Fred Schwartz, Ned Shugrue, Moe Silver, Wilbur Snaper, William Specht, Sam Switow and Dick Walsh.

3-D 'Gimmicks'

(Continued from page 1)

lating influence of the different forms of motion picture entertainment.

"We can treat the new media as a novelty and let the public tire of them," he concluded, "or we can utilize them so they become a permanent influence in creating greater box-office grosses."

Grainger recently completed RKO's first 3-D pictures, "Second Chance" and "Devil's Canyon."

Minimum Wage

(Continued from page 1)

scale of \$90 a week and a per diem rate of \$12 a day for traveling expenses.

The salesmen's contract expired last February, but the organization agreed to an extension so that the distributors could first finalize new pacts with exchange office and backroom workers. Approximately 25 contracts have been consummated with the locals representing the exchange employees. The balance of pacts are expected to be closed shortly, although some difficulties may arise in Boston and New York where the locals have filed for strike permission from the IATSE. However, active negotiations between the Colosseum and the distributors are expected to start by mid-summer.

Extended Trade Act

(Continued from page 1)

that the commission should not be changed before receipt of a report on foreign economic policy now being prepared by a committee authorized by the House bill.

Johnston outlined his views in a letter to committee chairman Millikin (R., Colo.). The committee had asked for written statements, preparatory to a meeting Wednesday to vote on the bill.

As he had in his testimony before the House Ways and Means Committee, Johnston stressed the importance of export markets to the motion picture industry. "Nine out of 10 motion pictures do not pay their way from exhibition in the domestic market," he declared, and added, "we must have foreign markets to survive."

'Theatre Arts' 'Plugs' MGM's 'Main Street'

The July issue of *Theatre Arts Magazine* has nine pages of art and text devoted to "Main Street to Broadway," the Council of the Living Theatre production. The nine pages include an article by Arthur Schwartz entitled "Giving the Theatre a New Lease on Life," and also an article by Lester Cowan, producer of the M-G-M release, entitled "Stage and Screen Find Common Ground."

SW-Cinerama

(Continued from page 1)

projected Stanley Warner subsidiary from 11 to two. There may be some last minute changes in these terms, it was stated, but at the weekend they were agreed to in principle.

Progress came after tentative acceptance of the above terms by Cinerama, Inc., the equipment manufacturing and licensing firm, which now holds a contract with Cinerama Productions, Inc., the firm which is negotiating the deal. Approval of Cinerama, Inc., was needed to extend the exclusive exhibition rights from 1956 to 1958, two years more than the agreement between Cinerama Productions and Cinerama Inc. provides. The other clause which needed Cinerama, Inc., assent dealt with Cinerama production obligations.

Stockholders Meet Thursday

The signing of the Stanley Warner-Cinerama deal would open the way for the required approval of the deal by Cinerama Productions stockholders on Thursday, when the special stockholders meeting is slated to reconvene. A Cinerama Productions management source said that he expects the necessary two-thirds approval of the deal to come without dissent from principal stockholders. If unforeseen hitches occur in negotiations, it was pointed out, the stockholders meeting will be reconvened at a later date.

The deal, which will be subject to the approval of the Department of Justice, calls for the establishment of a Stanley Warner subsidiary corporation which will operate at least 20 Cinerama theatres in the U. S. in return for financing. The subsidiary company will also be obligated to produce two Cinerama films, under present plans. Cinerama Productions and the S-W subsidiary, according to the deal, will share 50-50 in the box-office take, with the S-W subsidiary getting an additional percentage as a management charge, said to be five per cent.

Consent Decree a Factor

The Warner consent decree enters into the picture, it was pointed out, because one of the provisions of the deal calls upon the projected S-W subsidiary to operate Cinerama theatres in a number of cities where there are no Stanley Warner houses at present. For this, and other reasons, modifications of the Warner consent decree, which limits the number of theatre holdings, is necessary.

MPEA Takes Action On Short Subjects

A resolution reaffirming that member film companies abide by distribution arrangements abroad has been approved here by the Motion Picture Export Association.

The resolution grew out of a dispute over short subjects distributed recently in Italy and Japan by a number of major companies. The distribution of the disputed shorts was said to be in contravention to the number of short subjects allotted to each company.

Hear Preliminary Melbro Case Pleas

CHICAGO, June 21.—Preliminary arguments in the Melbro case, through which the Rockne Theatre is attempting to have several bidding zones combined into one in order to avoid running day and date with theatres within allegedly competitive distance, were heard by Federal Judge John Barnes in U. S. District Court here on Friday.

The main efforts of the defense, representing the major film companies, were to eliminate from the complaint all allegations to events prior to July 9, 1950, on the grounds that the settlement of the original Melbro case, which had given the theatre the right to bid against the Lake, Lamar, Mercury, Montclare, and State for an exclusive first outlying run, had taken care of all alleged injuries up to that date, which terminated the two-year period of the settlement agreement.

Now the Melbro Corporation is claiming that the theatre's gross has dropped from \$7,000 a week to \$2,000 a week as a result of its having to play day and date with two or more of the film companies to throw all six theatres back into one zone, which would be a reversal of the present trend that finds zones shrinking and the number of "A" week houses playing day and date on the increase.

Judge Barnes is expected to render a decision shortly on striking the disputed allegations from the complaint and has set a trial date of Oct. 21 for the main arguments.

North Central Allied To Hold 4 Meetings

MINNEAPOLIS, June 21.—Four regional exhibitor meetings have been set by North Central Allied for this territory during the summer. Stanley Kane, executive counsel, and Benjamin Berger, NCA president, will conduct them.

First of the sessions will be held at the Graver Hotel, Fargo, N. D., on Monday, Aug. 3, followed by a meeting at the Parker Hotel, Minot, N. D., Tuesday, Aug. 3. Exhibitors from the Marshall, Minn., area will gather at the Marshall Hotel Aug. 10. Last of the meetings will be at the Duluth Hotel, Duluth, Monday, Sept. 14.

Meetings will be opened with a get-together luncheon followed by discussions on film buying, also new projection and other technical problems.

3-D Short Subjects Produced in Spain

BARCELONA, June 16 (By Airmail).—Three 3-D shorts have been produced here by the Filmax Company, using the British Stereoscopic Techniques System, which calls for the use of polarized viewers, discloses A. E. Talarevitz, of Filmax.

A bullfight and a Spanish folk dance were among the subjects filmed.

Television - - Radio

with Pinky Herman

IF television ever presented a more entertaining two-hour program than the show Leland Hayward produced last week in commemoration of Ford Motors' 50th anniversary via the combined CBS and NBC networks, this reporter missed it. Program had just about everything, which just goes to prove what can be done with enough talent, imagination, ingenuity, show biz experience and MONEY. . . . When the "Phil Harris-Alice Faye" series bows out for the summer Sunday, Tony Martin will host a new musical program, sponsored by RCA which will feature Victor recording artists. . . . Emcee John Reed King's TVisitors to his ABC panel quiz, "What Have You Got To Lose?" are numerous, yet, in order to attract more people from the other side of the tracks and/or patrons of the arts, John is considering titling the series "What have you got Toulouse-Lautrec?" (awright-skip it.)

★ ★ ★

When Bill Stern was a young student at Hackley School in Tarrytown, he met a young actress named Ruby Stevens and then and there his aspirations were nothing less than a Hollywood career. Both eventually travelled to the film capitol where Ruby Stevens zoomed to the heights as Barbara Stanwyck. And Bill? . . . he returned to N. Y. where he took a job as ass't. stage manager at the Roxy Theatre.



Bill Stern

In 1934 he made several broadcasts with Graham McNamee, drifted into sportscasting and in 1937 was signed by NBC Special Events. Today, as head of NBC Sports, Bill is recognized as one of the nation's most-listened-to sportscaster-commentators. . . . Dave & Judy Clark's "TV General Store," which was given a one shot tryout last Sunday via ABC, proved so novel and entertaining it was signed forthwith to an additional twelve weeks with options. . . . Bill Bendix' "Life Of Riley" will return to

NBChannel 4 Friday, October 2, after the 13-week hiatus. . . . Two new Roland Reed telefilm series, "Man Of Justice," starring Gene Lockhart, and "Waterfront," starring Preston Foster, will get underway this week at Hal Roach Studios in Culver City. United TV Programs will distribute. . . . NBC TV Films has signed Hi Brown to produce the filmed version of the radio series, "Inner Sanctum," which Hi created and produced. Entire series will be shot in the East (mostly in New York), and the first will be ready for syndication in the fall. . . . Vanessa Brown, the "Seven Year Itch" star who is a panelist on Peter Arnell's new CBS-TVvehicle, "I'll Buy That," is right at home in the role. She started her career as one of Joe Kelly's brightest "Quiz Kids."

★ ★ ★

Headache? Have an aphorism. According to Bunny Roberts whose WORDs and music is heard nitely from 1:00 to 2:00 ayem, "Success in love consists not so much in marrying the one who can make you happy as in escaping the many who could make you miserable." . . . "Crusade In Europe," the series of 26 vivid TV episodes of history in the making, produced by Television Productions, Inc., and originally telecast back in 1949, is still thrilling TVviewers from coast to coast. . . . The Stark-Layton production team has started to hit full stride. With two successful programs, "Rocky King, Detective" and "Jimmy Hughes, Rookie Cop," on DuMont and their latest TV NBContestant series, "Ladies Choice," bowing in last week with raves for Johnny Dugan's clever handling of the emcee chores, Wilbur Stark flew to the Coast last week and will return to Gotham end of the month.

★ ★ ★

DuMont's 4½ million dollar Tele-Center, located at 205 E. 67th St., will be formally opened in the fall, though several programs have originated from those studios for the past year. . . . The NBClassic "American Inventory," produced by Bill Hodapp, will vacation following next Monday's show, returning Sept. 13. . . . Max Liebman's ASCAPublishing venture, Savoy Music, teeing off with "Stars Over Broadway," theme song of "Your Show Of Shows," "Shivaree," and "Show Me the Way to Love You," penned by Mel Tolkin, Max Liebman and Clay Warnick. . . . Leo Morgan, who has just been CBSigned to produce the "Red Buttons Show" when it resumes in Sept., started his show biz career as an usher at the Paramount Theatre in N. Y.

Prepare Chi. Palace For Cinerama Bow

CHICAGO, June 21.—With "This Is Cinerama" scheduled to open July 30 at Eitel's Palace, the theatre has closed temporarily so that technicians headed by Ben Twombly and William McAllister of the Cinerama engineering staff can rush the installation of equipment.

The installation will be unique in that the three booths necessary for Cinerama exhibition will be suspended from the balcony. The screens will be 26 feet high by 76 feet wide, roughly the same size as the Cinerama screen in Hollywood, which at present is the organization's largest screen.

Other members of the national Cinerama organization here for the pre-opening are Cliff Giesseman, regional manager of theatre operations, and John Joseph, national director of advertising and publicity.

Chicagoans connected with the Cinerama operation here include Rollin Stonebrook, managing director of the Palace; George Rachford, treasurer, and Lucille Ballantine, publicity director. Mail orders for reserved seats are being accepted now and the box-office sale will start Monday, July 6.

7 Pictures Start; 27 in Production

HOLLYWOOD, June 21.—The production chart went up three more points for a total of 27 pictures in work. Seven new pictures were started and four were completed.

Started were: "Mexican Quest" (Lindsley Parsons) Allied Artists; "Riders to the Stars" (Ivan Tors; U.A. release); "Hondo" (Wayne-Fellows; Warner release); and "Carnival" (King Brothers; RKO Radio release), Independent; "Rhapsody," "The Long, Long Trailer," and "Knights of the Round Table," MGM.

Completed were: "Miss Sadie Thompson" (Beckworth Corp.), Columbia; "Go, Man, Go!" (Alfred Palca Enterprises) and "Sabre Jet" (Carl Krueger; U.A. release), Independent; "Twelve Mile Reef," 20th Century-Fox.

'Show Business' Delayed

HOLLYWOOD, June 21.—"There's No Business Like Show Business," 20th Century-Fox feature which Darryl Zanuck had planned to put into rehearsal on July 7, will not start until the early part of next year. The postponement has resulted from the fact that Walter Lang, director, who recently underwent a critical operation, has been ordered by physicians to rest for several months.

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THERE'S NO BUSINESS LIKE **20th** CENTURY-FOX BUSINESS!

60% of British Pictures Below Average in U.K.

Plan Similar Appraisal Of U. S. Films Shortly

By PETER BURNUP

LONDON, June 22.—Some 60 per cent of British films do below average business, according to the results of a survey reported to the annual convention of the Cinematograph Exhibitors Association at Eastbourne by its bookers committee.

Included in the survey, in which 2,000 theatres of all categories co-operated, were 91 first and second feature films registered as being British by the Board of Trade during the period from April 1, 1951, to March 31, 1952.

A similar appraisal is shortly to be made of American films here.

The study found that 6.2 per cent of the British films concerned did excellent business; 9.3 per cent above average; 24.5 per cent, average; 20.6

(Continued on page 3)

S-W and Cinerama Studying Draft as Talks Continue

The draft of the proposed agreement on the Stanley Warner-Cinerama deal still is under study by both sides.

Prior to yesterday's negotiating session, the likelihood of consummating a deal during that session, as expected, was considered dim by one of the principals. He indicated that a number of problems have arisen which still need to be ironed out, despite the optimism expressed last weekend.

As of yesterday, the Thursday date for the meeting of Cinerama Productions stockholders remained as scheduled.

(Continued on page 3)

To Hold Private Magna Test Today

A private demonstration of the 65mm. Magna wide-screen process will be held today in Buffalo, it was disclosed here yesterday by Joseph M. Schenck, a director of the Magna Theatre Corp.

Schenck, who left yesterday for Buffalo, will join George Skouras,

(Continued on page 3)

500 Drive-in Midnight Shows to Aid New Group

DALLAS, June 22.—Claude Ezell, president of Ezell and Associates and founder and organizer of the International Drive-in Theatre Owners Association, reports that some 500 commitments have been received

Record \$-Million In U. A. Billings

More than \$1,000,000 in domestic weekly billings was registered by United Artists last week for the first time in the history of the company, reports William J. Heineman, vice-president in charge of distribution.

The record figure climaxed the company's "Bernie Kranze Drive" for billings and collections, which wound up last Saturday. The drive, which began last Dec. 22, was in honor of general sales manager B. G. Kranze.

from drive-in theatre owners in 43 states as well as from foreign countries including Canada, Mexico, Guam, Hawaii, Panama and Australia, to schedule a special midnight show for charter membership in the organization and for financial support of it.

More than 100 additional drive-in theatre owners reported that midnight shows conflicted with their schedules and policies, but have requested an

(Continued on page 3)



Claude Ezell

See No Delay Abroad For CinemaScope Big \$43,000 Seen For 'Outer Space'

Stereophonic sound equipment, an obstacle to the mass production of CinemaScope conversion packages in this country, will cause no such delay in Europe. Spyros P. Skouras, president of 20th Century-Fox, arriving from Paris Sunday reported that as a result of arrangements he had made with European equipment companies, at least 5,000 theatres abroad could be

(Continued on page 3)

A sturdy \$43,000 is seen for the first week of "It Came from Outer Space" at Loew's State, where the 3-D film is being projected on the State's wide-screen. Other 3-D and wide-screen films along Broadway did fairly well, despite the hot weather which ushered in the summer.

At the Victoria, a nice \$18,000 is indicated for the third week of "San-

(Continued on page 3)

Wilcox Planning New Type Musicals; Weighs TV Link

LONDON, June 22.—Herbert Wilcox, regarded here as one of Britain's shrewdest producers, announced a new production policy of film musicals "with good stories of emotional content," prior to his departure from here for New York by plane. Wilcox also plans linking himself with television.

"I do not see 3-D, big screens or any other mechanical novelty as a panacea for the current decline in attendance," he said in an interview. "The whole world of entertainment is passing through an evolutionary stage as vital as the passing of silent films," he said.

Wilcox said he foresees the closing of hundreds of theatres throughout the United Kingdom in the fashion

in which the neighborhood vaudeville house has disappeared. Big pictures will get long runs in city theatres, he said, with people coming from miles around to see them. There will be no district runs following the first. The day of the routine picture is as dead as the silent film, he says.

Wilcox said he welcomes the advent of sponsored TV to Britain and proposes participating substantially therein. "I propose linking all of my

(Continued on page 3)

\$1,875,000 Warner Profit In Six Months

Net Is Off; Federal Tax Provision, \$2,300,000

For the period from Sept. 1, 1952, to Feb. 28, 1953, the final six months prior to reorganization, Warner Brothers Pictures, Inc., (the old company) and subsidiaries earned a net profit of \$1,875,000 after provision of \$2,300,000 for Federal income taxes and after a provision of \$200,000 for contingent liabilities.

The net for the six months ending March 1, 1952, amounted to \$3,750,000 after provision of \$3,900,000 for Federal income taxes and after a provision of \$200,000 for contingent liabilities.

The profit for the six months ending Feb. 28 does not include a special credit to surplus amounting to \$3,249,000 representing the excess of net proceeds of fire insurance over book value of studio assets destroyed during the year ending Aug. 31, 1952,

(Continued on page 3)

1-Day Strike Closes Laboratories Here; Pact Talks Resume

New York film laboratories were operating again yesterday after an unauthorized strike by members of Local No. 702 caused the virtual shutdown on Friday of all local "labs" with the exception of Consolidated and Precision. The workers walked out Friday, hampering especially the newsreels. Paramount News was able to issue only a part of its normal reel on Friday.

The strike stemmed from the failure to reach a new agreement on a contract, negotiations on which have been going on for the last three

(Continued on page 3)

MGM Coordinates '53 Promotion Plans

Following a week of meetings here, promotion plans for Metro-Goldwyn-Mayer productions through the remainder of 1953 and into 1954 have been coordinated between the Culver City studio and the home office.

Howard Dietz, vice-president and

(Continued on page 3)

Personal Mention

MILTON R. RACKMIL, Universal-International president, is due here this week by plane from Europe.

JOSEPH A. ADORNO, Connecticut State treasurer and son of SAL ADORNO, president of M. & D. Theatres, Middletown, Conn., has been elected judge of the Middletown probate district court in a special election.

PHILIP J. O'BRIEN of the MPAA legal department here and his wife, the former MURIEL WARD of the MPAA community relations department, became the parents of an eight-pound boy on Saturday.

NICK E. BRICKATES, manager of the Stanley-Warner Garde Theatre, New London, Conn., is serving as vice-president of the New London St. Sophia Greek Orthodox Church's \$150,000 building campaign.

MRS. DEAN WOLFSON, the former EILEEN KIRSCH, daughter of JACK KIRSCH, president of Allied Theatres of Illinois, gave birth to a girl yesterday in Chicago.

PETER LEROY, president of the Blue Hills Drive-in Theatre Corp. of Bloomfield, Conn., has been discharged from Hartford Hospital, following surgery.

BILL GROSS, Columbia salesman in Cleveland, became a grandfather when his son, GEORGE, became the father of a girl, JANET LYN.

FORTUNAT BARONAT, Universal foreign publicity manager, returned to New York over the weekend from London.

LOU COHEN, manager of Loew's Poli, Hartford, and MRS. COHEN, are marking their 32nd wedding anniversary.

EUGENE ARNSTEIN, Allied Artists studio manager, returned to Hollywood yesterday from New York.

LEO JONES, theatre owner of Upper Sandusky, Ohio, is en route to the West Coast.

'Desire' Premieres Set

Universal-International's "All I Desire" will have a Southern area world premiere at the Tennessee Theatre in Nashville on Thursday and another premiere at the Fox Theatre in Atlanta Friday. Both events will be backed by an all-out territorial promotional campaign.

H. M. Richey Returns

Henderson M. Richey, director of exhibitor relations for M-G-M, is back at his desk here after an absence of approximately eight weeks due to illness. He was four weeks at the White Plains Hospital and four weeks at home.

1,500 Celebrities at 'Melba' Palsy Show

Fifteen hundred celebrities are expected to attend the world premiere of S. P. Eagle's "Melba," the first color in Technicolor musical in widescreen and stereophonic-sound processes, at the Capitol Theatre here tomorrow evening under the auspices of United Cerebral Palsy of New York City.

More than 2,000 tickets for the premiere of the United Artists release are being sold at regular prices, with proceeds going to aid cerebral palsied victims. The festivities will be seen on television over Channel No. 7 (WABC-TV).

Fall TV Football Schedule Set on NBC

DETROIT, June 22.—The full schedule of college football games to be televised this fall over the nationwide NBC television network was disclosed here by General Motors, sponsors of the series.

The schedule, arranged in cooperation with the National Collegiate Athletic Association, includes 11 complete games and parts of eight others to be telecast over a 12-week period, starting Sept. 19. The games will be televised over all 81 NBC stations around the country. GM officials also disclosed that they are prepared to sponsor one-station telecasts of important sell-out games as they come up during the season. Such telecasts will be in addition to the nationwide schedule.

Summer Bookings For B. & K. Runs

CHICAGO, June 22.—Anticipating a summer upswing in business, Balaban & Katz has booked a group of top attractions into its Loop theatres during the next few weeks.

The lineup includes: "The Beast from 20,000 Fathoms" and "The Magnetic Monster" opening at the United Artists on Wednesday and the world premiere of "The Great Sioux Uprising" at the Chicago starting on Friday. "The Charge at Feather River" in 3-D goes into the Chicago for two weeks on July 10 and "Return to Paradise" starts at the State Lake on July 23 for an extended first-run up to eight weeks. Strong stage attractions are booked with the features.

Blumenstock West After Product Talks

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, is due to arrive today by plane at the company's studios in Burbank, following a four weeks' stay at the home office during which he set up campaigns on forthcoming releases. Among them were campaigns for "The Beast from 20,000 Fathoms"; "The Charge at Feather River," company's second 3-D picture in WarnerColor, with WarnerPhonic sound; "The Master of Ballantrae," color in Technicolor; "The Beggar's Opera"; "Island in the Sky"; "Plunder of the Sun," and "Blowing Wild."

Suggests U.K. 'Tax Strike'

LONDON, June 22.—A vigorous attack by J. Arthur Rank on the Conservative government's attitude toward entertainment tax relief inspired a proposal for a British exhibitors' one-week "tax strike" at the annual convention of the Cinematograph Exhibitors Association at Eastbourne last week.

The proposal, made by J. X. Pendergast, was that every theatre in the land should charge eight-pence a head throughout one week. A seat price of eight-pence bears neither entertainment tax nor Eady levy.

Move for Tax Remission

CEA executives, however, disapproved the proposal for a variety of reasons, one of them being that a Labor bloc in Parliament are now backing an amendment to the finance bill providing for tax remission and support for it has been promised by Tory members. The amendment will come up this week and exhibitors were directed to contact their M.P.'s in a final effort to impress upon them the urgency of the industry's case.

Rank's attack brought the cheering exhibitor brethren to their feet.

"When this present Government was in opposition," Rank told the convention, "they were all for us. They've been in power for two years and they have done nothing about it. They will go on doing it until we take some drastic action. If I am not wrong, we shall be stalled and stalled and get into a worse position every time."

Meeting "Strictly Business"

With the industry presently combining to impress on a tough-minded Chancellor of the Exchequer its dire financial straits, this year's C.E.A. convention was a quiet, work affair with all lavish entertainment held to a minimum.

Funeral Services Today for Caesar

HOLLYWOOD, June 22.—Funeral services will be held tomorrow at Pierce Brothers Beverly Hills Chapel for Arthur Caesar, screen writer and playwright, who died at his home here Saturday at the age of 61, following a heart attack. He is survived by his widow, Dora, and a brother, Irving Caesar, New York song writer.

Frankel Rites Today

Funeral services will be held today at the Boulevard Funeral Parlors, Brooklyn, for Daniel Frankel, 79, father of Shirl Frankel, secretary to Samuel Schneider, Warner Brothers vice-president. Mr. Frankel died Sunday.

Pinanski Kin

BOSTON, June 22.—Mrs. Fred Green, mother of Mrs. Sam Pinanski, died here today. She was the widow of Fred Green, a pioneer industry member in this area.

'Queen' Welcome Awes Rank, Too

LONDON, June 22.—Even officials of the J. Arthur Rank Organization here confess to being surprised by the world-wide success of their "A Queen Is Crowned." New records for it are reported daily from every country in which it is playing.

The film was dubbed in eight languages—German, French, Italian, Spanish, Japanese, Dutch, Spanish-Castilian and Spanish-Colombian. Its distribution represents the biggest express bill and the quickest air-lift in the history of the industry here. In excess of 1,100 prints already have been distributed throughout the world and more are on the way.

1,100 Technicians Employed

Rank employed 1,100 Technicolor technicians on the job. The prints were processed at Technicolor's laboratories almost opposite London Airport. The prints were taken from there and put aboard planes within 10 minutes of being finished. Three tons of film were flown to America on one plane alone. In all, 15 tons of film have been flown out so far for a total of more than 250,000 air miles around the world.

The air-lift cost is expected to exceed £100,000 (\$280,000), for which a top-rate black-and-white feature could be made here.

The film has played in 51 territories so far, and the return in terms of hard foreign currency is understood to have surprised even the Bank of England. Foreign Office officials here rate it the biggest single instrument for peace in the world today.

Eagle Theatre Suit Close to Settlement

CHICAGO, June 22.—The Zimmerman anti-trust suit, brought on behalf of the owners of the Eagle Theatre, Chicago, has been continued pending an imminent settlement now being worked out by attorneys for both sides.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"Dangerous When Wet"

Esther Williams • Fernando Lamas • Jack Carson

color by TECHNICOLOR • An M-G-M Picture
plus Spectacular STAGE PRESENTATION

STARTS TOMORROW

"The Beast from 20,000 Fathoms"

in person
DON CORNELL
FRANK FONTAINE
5 DE MARCO SISTERS
and CECIL ROBINSON
BOBBY BYRNE
and His Orch

PARAMOUNT MIDNIGHT FEATURE

Wilcox Plans

(Continued from page 1)

film production with television," he declared, which, here, at least, is some declaration, as British exhibitors have threatened to ban the pictures of any producer who trades with television shows.

Wilcox's new production policy derives from his experience with his wife Anna Neagle's musical play, "The Glorious Days," now at the Palace Theatre here, following a six months provincial tour. He has signed up for film production and television Robert Nesbitt, who devised and directed the Neagle play. He has also bought the film rights to other romantic musical plays which have lately scored big hits here.

First production in the new series will be Ivor Novello's "King's Rhapsody." It will be following by "Glorious Days," with Miss Neagle starred. Nesbitt will be closely associated with both productions. They will be in color and designed, Wilcox says, for the international market on the scale of his "Beggar's Opera." While in New York, Wilcox will discuss campaign and premiere plans for the latter with Warners, which is distributing the picture in the Western hemisphere. He may also discuss American distribution of his forthcoming musical productions.



Herbert Wilcox

'U' Names Schreiber Cincinnati Manager

In a realignment of duties in the Cincinnati branch of Universal Pictures, Franklin E. Schreiber has been named branch manager, effective yesterday, with William Blum, who had been manager, being assigned to other duties in the Cincinnati branch.

Schreiber has spent his entire 33 years in the industry with Universal, starting as poster clerk and holding the positions of head booker, office manager and salesman, a position he held at the time of his promotion.

Management, Labor On MPIC Committee

Hollywood, June 22.—Management as well as labor will be included on the committee being formed by the Motion Picture Industry Council to conduct a survey to determine whether American producers are filming more pictures abroad than is warranted by the stories available, or other prime considerations. Producer organizations will be represented, together with the American Federation of Labor Film Council, principal critic of overseas production; the Screen Actors Guild, which holds different, although not totally opposed, views, and other guilds and unions.

The committee is expected to be completed this week.

Warner Profit \$1,875,000

(Continued from page 1)

less estimated Federal income taxes thereon.

Included in the operating profit for the six months ending Feb. 28, 1953, is a profit of \$44,000 from sales of capital assets, before provision for Federal taxes thereon, which compares with a corresponding profit of \$978,000 for the six months ending March 1, 1952.

Heretofore, the American companies' share of film rentals which was remittable from certain foreign countries had been included as at dates one or two months prior to the fiscal period of the domestic companies; however, such share of film rentals has now been included up to Feb. 28, 1953. As a result an additional profit of approximately \$125,000 has been reflected in the above net profit.

The profit for the six months ending last Feb. 28 is equivalent to 37 cents per share on 4,950,600 shares of common stock outstanding. The net for the corresponding period last year was equivalent to 66 cents per share on 5,619,785 shares then outstanding.

Film rentals, theatre admissions, sales, etc., after eliminating inter-company transactions, for the six months ending Feb. 28 amounted to \$52,359,000, compared with \$57,528,000 for the corresponding period last year.

In accordance with the plan of reorganization as approved by the stockholders at a meeting held Feb. 17, 1953, the theatre assets located in the United States of Warner Bros. Pictures, Inc., were divorced from the production and distribution assets as at the close of business Feb. 28, 1953.

'Outer Space'

(Continued from page 1)

garee." A fairly good \$20,000 is expected for the initial week of "5,000 Fingers of Dr. T.," projected on the Criterion's wide screen.

'Crown' Holds Up Fine

The third week of "A Queen Is Crowned" at the Guild Theatre got off to a good start Sunday, with more than \$3,500 chalked up. The picture grossed a terrific \$28,000 in its second week.

Drive-in Shows

(Continued from page 1)

alternate opportunity to become charter members. "Consequently, arrangements have been made," stated Ezell, "whereby drive-in theatres can be admitted by paying a flat fee ranging from \$50 to \$150 depending on the potentialities of their operation."

Ezell estimates now that there will be 2,500 charter members in the association within the next 60 days based on current replies.

Magna Test

(Continued from page 1)

Magna president, and Michael Todd, Magna director, for the demonstration. In Buffalo, the Magna Theatre Corp., which is the parent company of Todd-AO, has acquired the Regent Theatre for experimental purposes. The process was developed by the American Optical Co. which has a plant near Buffalo.

British Pictures

(Continued from page 1)

per cent, below average; 22.3 per cent, poor, and 17.1 per cent very poor or bad business.

"This return," the report stated, "abundantly justifies the exhibitors' plea for quality as against number of films. If anything could be done to eliminate a number of 'very poor' films... everyone would benefit."

RKO Promotes Downing

Boston, June 22.—John A. Downing, office manager in the local exchange of RKO Radio, has been promoted to the post of sales manager. He succeeds William H. (Larry) Gardiner, who resigned in April.

MGM Coordinates

(Continued from page 1)

director of advertising - publicity, headed the sessions, with Howard Strickling, director of studio publicity, attending to discuss programs lined up by his Coast staff. Home office representatives included Si Seadler, Dan S. Terrell, Emery Austin and Oscar Doob.

Pictures discussed included "The Band Wagon," "Latin Lovers," "The Actress," "All the Brothers Were Valiant," "Mogambo," "Take the High Ground," "Easy to Love," "Saadia," "Kiss Me Kate" and "Fort Bravo," all of which are on the company's release schedule between now and Christmas. In addition, advance planning was begun on "Knights of the Round Table" and "The Flame and the Flesh," now in production in England and Italy. Special attention was devoted to "The Long, Long Trailer," now before cameras at the studio.

1-Day Strike

(Continued from page 1)

months. It is reported that the workers will not go on a strike again unless authorized by the IATSE which did not give strike permission for the Friday walkout.

Laboratory managements claim that the new demands by the union represent an increase of 67½ per cent in operating expenses. Among the new demands, it is understood, are: an increase of 15 per cent in take-home pay, a 35-hour week, two or three additional holidays and contributions to a welfare fund.

Meanwhile, the Association of Cinema Laboratories has postponed a meeting of its board of directors for next Monday because of the tense situation on the labor front. The newly-formed association has completed drafting its bylaws and has sent copies to all members for examination.

Negotiations between the union and the laboratories will be resumed today.

S-W, Cinerama

(Continued from page 1)

uled, indicating that Cinerama Productions still hoped to arrive at a deal in time for Thursday's session. The special meet of stockholders, called to approve the proposed deal, was postponed once because the deal had not sufficiently progressed.

No Delay

(Continued from page 1)

equipped to show CinemaScope pictures by the end of 1954.

Biggest single deal, Skouras declared, was with the Siemens-Halske Co. of Germany, which has committed itself to produce at least 250 stereophonic sound sets a month between now and October, and 500 a month after that.

Skouras did not indicate whether or not he had commitments similar to the deal with Bausch & Lomb in this country under which 20th-Fox agreed to pay the cost of retooling for production of the CinemaScope lenses. He said, however, that the cost of the German sound equipment to exhibitors would be less than the cost of similar equipment in this country.

Exuberant over the reception accorded the CinemaScope demonstrations at the Rex Theatre in Paris last week, the 20th-Fox president predicted rapid conversion on the part of foreign exhibitors to the wide-screen technique developed by the company.

CinemaScope Exhibit For Latin Americans

Prominent theatremen and exhibitor representatives from 14 Central and South American countries, at the invitation of Spyros P. Skouras, president of 20th Century-Fox, and Murray Silverstone, president of 20th Century-Fox International Corp., are arriving in New York to witness a special demonstration of CinemaScope tomorrow.

The visitors, representing situations in Mexico, Cuba, Puerto Rico, Venezuela, Ecuador, Colombia, Trinidad, Uruguay, Brazil, Panama, Nicaragua, San Salvador, Costa Rica and Honduras, are coming expressly to view the CinemaScope process.

20th-Fox Executives Seeing New Product at Studios

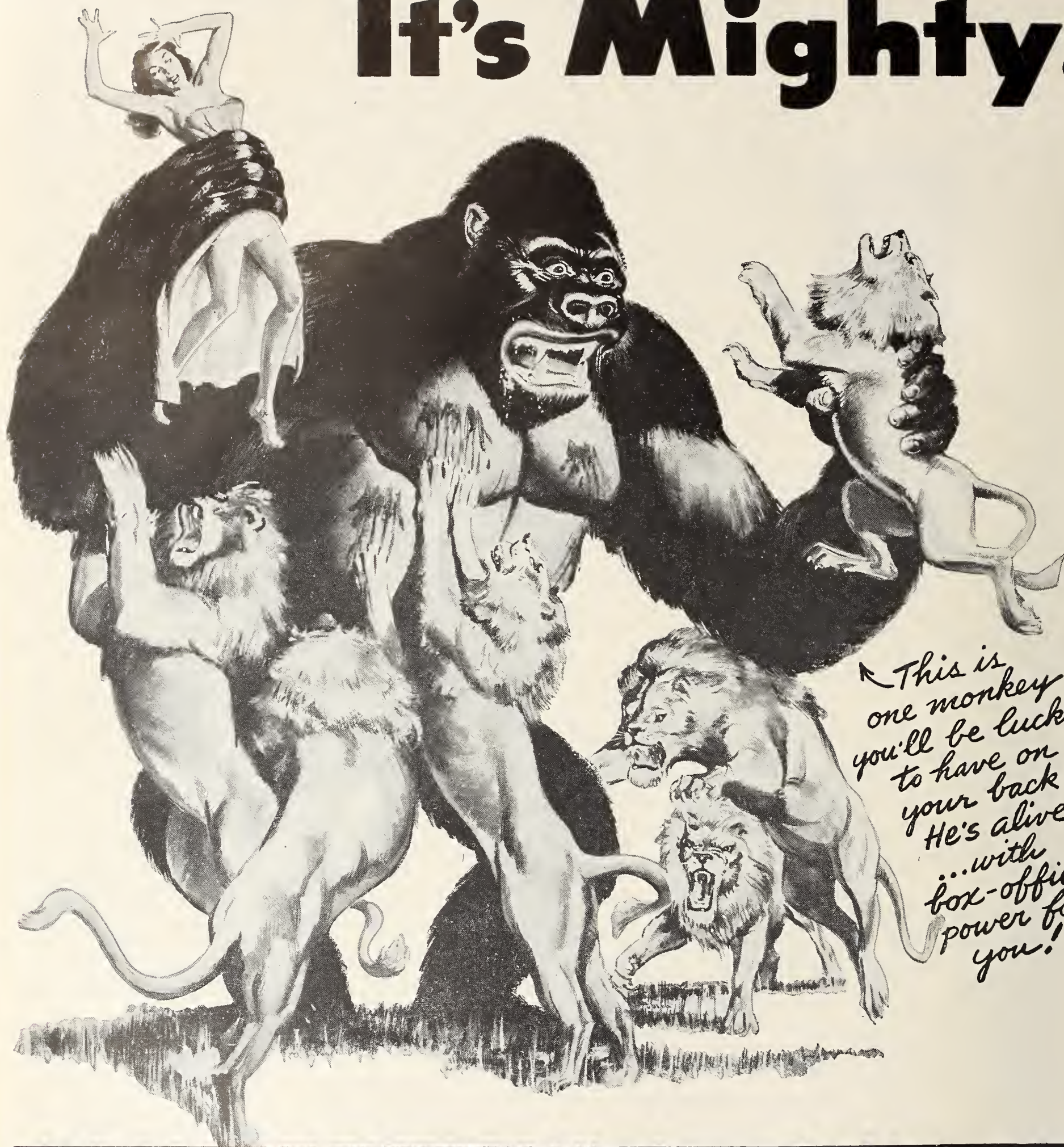
President Spyros Skouras and a group of 20th Century-Fox home office executives are in Hollywood to see the first assembled prints of "The Robe," "How To Marry a Millionaire" and "Twelve Mile Reef." The group consists of Joseph Moskowitz, vice-president and Eastern studio representative; Charles Einfeld, vice-president; Al Lichtman, director of distribution; Earl I. Sponable, research director, and Edward E. Sullivan, publicity manager.

Mass Production of CinemaScope Screens

Buffalo, June 22.—The Glowmeter Corp., one of the companies which has signed a contract with 20th Century-Fox to supply screens for the CinemaScope projection system, will reach mass production by early August and will achieve a volume of \$5,000,000 for the 12-month period starting Aug. 1, it is estimated by I. Mihalakis, president of Glowmeter.

Two other companies supplying CinemaScope screens are Radiant Manufacturing Corp., of Chicago, and L. E. Carpenter & Co., of Wharton, N. J.

It's Mighty,



↖ This is
one monkey
you'll be lucky
to have on
your back!
He's alive
...with
box-office
power for
you!

John Ford and Merian C. Cooper present MERIAN COOPER'S AMAZING ADVENTURE IN THE UNUSUAL

MIGHTY JOE YOUNG

starring **TERRY MOORE • BEN JOHNSON** and **ROBERT ARMSTRONG** with **FRANK McHUGH**

Directed by **ERNEST B. SCHOEDSACK** • Technical Creator **Willis O'Brien** • Screen Play by **Ruth Rose** • An Arko Production



Mighty, Mighty MIGHTY JOE YOUNG

The 'KING KONG' of '53!

HUNDREDS OF EXHIBITORS HAVE ALREADY BOOKED IT!

**...and thousands more will join the 'MIGHTY JOE YOUNG' parade following
the saturation area showings starting July 15th**

CITY	THEATRE	CITY	THEATRE	CITY	THEATRE	CITY	THEATRE
CINCINNATI, O.	RKO Palace	CLEVELAND, O.	Palace	CANTON, O.	Palace	DETROIT, Mich.	Palms
COLUMBUS, O.	RKO Grand	TOLEDO, O.	Rivoli	AKRON, O.	Palace	GRAND RAPIDS, Mich.	Regent
DAYTON, O.	RKO Colonial	ZANESVILLE, O.	Weller	HUNTINGBURG, Ind.	Victory	NILES, Mich.	Ready
SPRINGFIELD, O.	State	SHELBY, O.	Castamba	JASPER, Ind.	Tivoli	ADRIAN, Mich.	Croswell
ATTICA, Ind.	Devan	TIFFIN, O.	Ritz	KENDALLVILLE, Ind.	Strand	BAY CITY, Mich.	Regent
AUSTIN, Ind.	Austin	WOOSTER, O.	Schline	LOUISVILLE, Ky.	Grand	OWOSSO, Mich.	Capitol
BARDSTOWN, Ky.	Arca	FOSTORIA, O.	State	MARTINSVILLE, Ind.	Indiana	PORT HURON, Mich.	Family
BLOOMFIELD, Ind.	Citadel	MT. VERNON, O.	Memorial	MOBLESVILLE, Ind.	Lagan	SOUTH HAVEN, Mich.	Michigan
BRAZIL, Ind.	Caaper	WARREN, O.	Rabins	PLYMOUTH, Ind.	Rees	STURGIS, Mich.	Strand
CAMPBELLSVILLE, Ky.	Alhambra	ALLIANCE, O.	Morrison	PORTLAND, Ind.	Beacon	YPSILANTI, Mich.	Martha Wash.
COLUMBIA CITY, Ind.	Columbia	ELYRIA, O.	Rivoli	SHOALS, Ind.	Shaals	ANN ARBOR, Mich.	State
CONNERSVILLE, Ind.	Drive In	E. LIVERPOOL, O.	State	TIPTON, Ind.	Ritz	BATTLE CREEK, Mich.	Regent
DECATUR, Ind.	Adams	SANDUSKY, O.	State	UNION CITY, Ind.	Grand	FLINT, Mich.	Palace
GLASGOW, Ky.	Star	SALEM, O.	State	VERSAILLES, Ind.	Austin	JACKSON, Mich.	Capitol
GREENFIELD, Ind.	Weil	BOWLING GREEN, O.	Cla-Zel	WARSAW, Ind.	Drive In	KALAMAZOO, Mich.	Capitol
GREENSBURG, Ind.	K of P	NAPEOLEON, O.	State	ZIONSVILLE, Ind.	Zionsville	LANSING, Mich.	Gladmer
HUNTINGTON, Ind.	Drive In	DELPHOS, O.	Van Del	DANVILLE, Ky.	Kentucky	PONTIAC, Mich.	Strand
LEBANON, Ky.	Arista	MONTPELIER, O.	Kaufman	HAMILTON, O.	Paramount	SAGINAW, Mich.	Franklin
MADISON, Ind.	Ohio	KENTON, O.	Kenton	MIDDLETOWN, O.	Paramount	TRAVERSE CITY, Mich.	State
MONTICELLO, Ind.	Lakes	CAREY, O.	Indian Trail	CAMBRIDGE, O.	State	ALLEGAN, Mich.	Regent
ORLEANS, Ind.	Orleans	OTTOWA, O.	Hollywood	MARIETTA, O.	Calany	ALPENA, Mich.	Maltz
PAOLI, Ind.	Strand	BRYAN, O.	Bryan	NEWARK, O.	Auditorium	BIG RAPIDS, Mich.	Big Rapids
PETERSBURG, Ind.	Lincaln	BRANDENBURG, Ky.	Ace	CHARLESTON, W. Va.	Virginian	CADILLAC, Mich.	Lyrle
PRINCETON, Ind.	Princeton	CHARESTOWN, Ind.	Venroe	CHILLICOTHE, O.	Sherman	GREENVILLE, Mich.	Silver
RENSSELAER, Ind.	Ritz	CLOVERPORT, Ky.	Rio	PORTSMOUTH, O.	Calumbla	HILLSDALE, Mich.	Dawn
ROCKPORT, Ind.	Rio	MARENGO, Ind.	Rialto	HARLAN, Ky.	Margle G	IONIA, Mich.	Ionla
ROCKVILLE, Ind.	Ritz	BEFORD, Ind.	Indiana	LEXINGTON, Ky.	Ben Ali	LUDINGTON, Mich.	Lyrle
RUSHVILLE, Ind.	Princess	BLOOMINGTON, Ind.	Harris Grand	MAYSVILLE, Ky.	Russell	MANISTEE, Mich.	Vogue
SPENCER, Ind.	Tivoli	MUNCIE, Ind.	Rivoli	MIDDLESBORO, Ky.	Manring	THREE RIVERS, Mich.	Riviera
TELL CITY, Ind.	Ohio	NEW CASTLE, Ind.	Princess	PIQUA, O.	Piqua	MUSKEGON, Mich.	Regent
FINDLAY, O.	Harris	NO. MANCHESTER, Ind.	Marshall	RICHMOND, Ky.	Madison	WILLIAMSTOWN, Ky.	Grant
LORAIN, O.	Palace	SULLIVAN, Ind.	Lytic	CORBIN, Ky.	Viv	COWEN, W. Va.	Cowen
LIMA, O.	Sigma	WINCHESTER, Ind.	Lytic	CELINA, O.	Cellna	E. RAINELLE, W. Va.	Alpine
MANSFIELD, O.	Ohio	EVANSVILLE, Ind.	Carlton	CIRCLEVILLE, O.	Grand	PARKERSBURG, W. Va.	Strand
MASSILLON, O.	Lincaln	FORT WAYNE, Ind.	Palace	FAIRBORN, O.	Fairborn	WHITESVILLE, W. Va.	Jur
COSHOCOTON, O.	Sixth Street	INDIANAPOLIS, Ind.	Circle	FRANKFORT, Ky.	Capital	ATHENS, O.	Varslty
FREMONT, O.	Paramount	LAFAYETTE, Ind.	Main	HARRODSBURG, Ky.	Harrod	GREENVILLE, O.	Wayne
MARION, O.	Palace	LOUISVILLE, Ky.	Rialto	HILLSBORO, O.	Colony	ASHLAND, Ky.	Paramount
BELLEVUE, O.	State	RICHMOND, Ind.	State	JACKSON, O.	Markay	EATON, O.	Cruise-In
ASHTABULA, O.	Sheas	ALEXANDRIA, Ind.	Alex	WILMINGTON, O.	New Lamax	IRONTON, O.	Ro-Na
DOVER, O.	Bexley	ANGOLA, Ind.	Strand	LOGAN, O.	Logan	LANCASTER, O.	Palace
GENEVA, O.	Sheas	BAINBRIDGE, Ind.	Meadowbrook	LONDON, O.	State	LAWRENCEBURG, Ind.	Liberty
CONNEAUT, O.	State	BICKNELL, Ind.	Colonial	MECHANICSBURG, O.	Frances	LEBANON, O.	Tawn Hall
ASHLAND, O.	Ashland	BLUFFTON, Ind.	Drive In	MOREHEAD, Ky.	Trail	MIAMISBURG, O.	Cruise-In
BELLEFONTAINE, O.	Halland	CLINTON, Ind.	Palace	ST. MARYS, O.	St. Marys	MONTICELLO, Ky.	Stardust
BUCYRUS, O.	Bucyrus	CALHOUN, Ky.	Victory	SHELBYVILLE, Ky.	Shelby	PAINTSVILLE, Ky.	Royal
DELAWARE, O.	Strand	CRAWFORDSVILLE, Ind.	Ben Hur	URBANA, O.	Gloria	WASHINGTON C. H., O.	Fayette
KENT, O.	Kent	DUNKIRK, Ind.	Main	BENTON HARBOR, Mich.	Liberty	ZENIA, O.	Oldtown
RAVENNA, O.	Ravenna	GAS CITY, Ind.	Arcade	HOLLAND, Mich.	Center		
NORWALK, O.	Norwalk	HARTFORD CITY, Ind.	Drive In	MONROE, Mich.	Monroe		

**...and many,
many more!**

**YOUR
BOX-OFFICE
GUARANTEE**

*and the big
companion
attraction*

**RKO IS GIVING 'MIGHTY JOE YOUNG' A MIGHTY TV
SATURATION CAMPAIGN, *plus* TREMENDOUS NEWSPAPER
PUBLICITY AND EXPLOITATION AND MERCHANT TIE-UPS!**

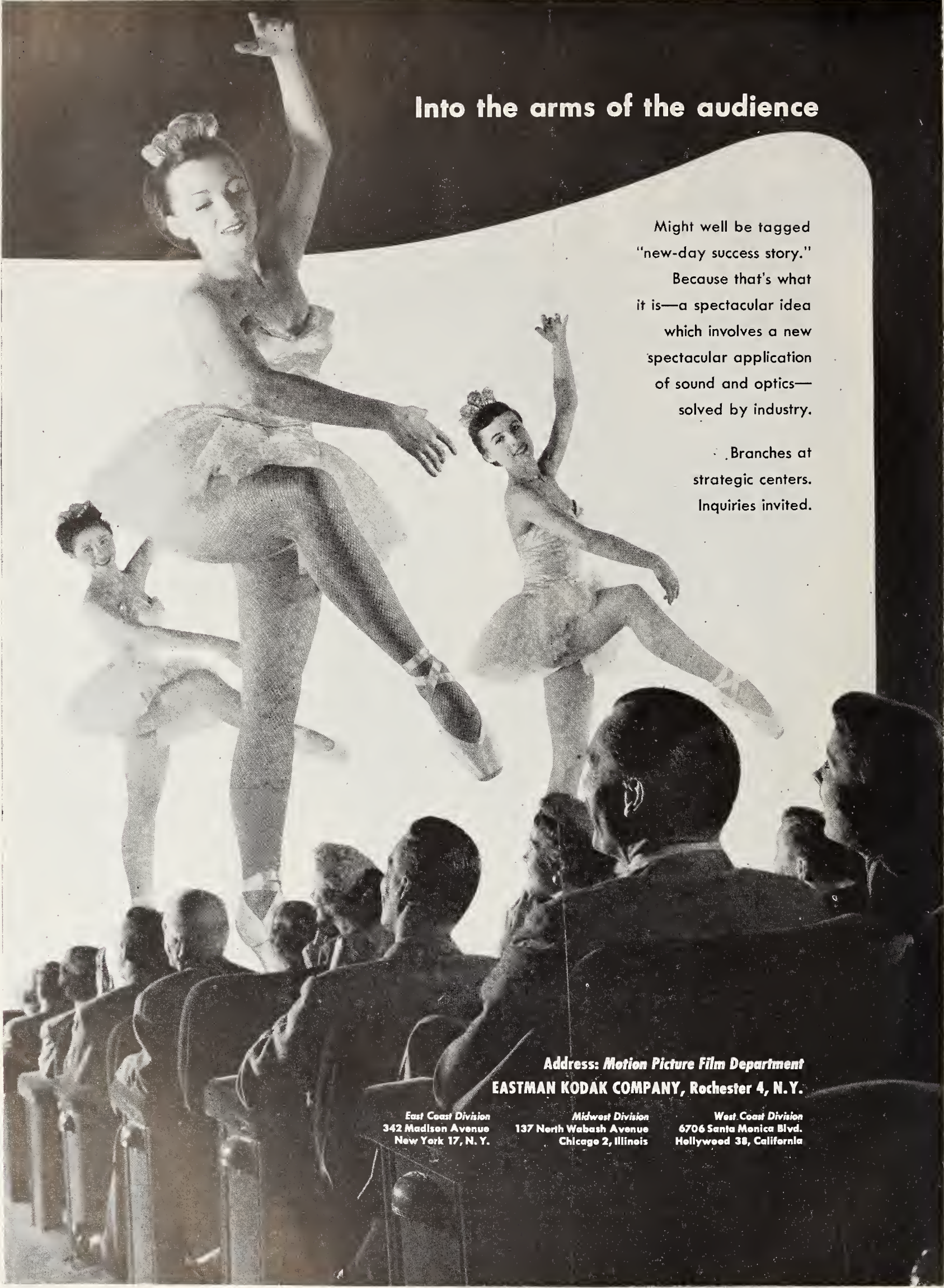
BORIS KARLOFF IN
ISLE OF THE DEAD
WITH **ELLEN DREW · MARC CRAMER**



Produced by
VAL LEWTON
Directed by
MARK ROBSON
Written by
ARDEL WRAY

Re-released by
**R K O
RADIO
PICTURES**

'Mighty Joe Young' and 'Isle of the Dead' may be booked as a combination or individually



Into the arms of the audience

Might well be tagged
"new-day success story."

Because that's what
it is—a spectacular idea
which involves a new
spectacular application
of sound and optics—
solved by industry.

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Midwest Division
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Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Chicago Court Hands Down 'Trust' Rulings

*Melbro, Sun, Lasker,
Devon Cases Involved*

CHICAGO, June 23.—Important rulings on several industry anti-trust actions were handed down in the U. S. District Court here today.

In the Melbro case, with the defendant film companies seeking to have all references and allegations to matters prior to July, 1950, struck from the complaint, Judge Barnes ruled that the references and allegations were pertinent to the present case and that references to the defendants' history of conspiracy also were pertinent, although proof of conspiracy since July 1, 1950 must be furnished by the plaintiff. Judge Barnes also granted the defendants' request that the records of the Rockne

(Continued on page 10)

Theatres in England Lose Fight Against Entertainment Tax

By PETER BURNUP

LONDON, June 23.—The amendment to the Finance Bill backed by British exhibitors and on which they counted for entertainment tax relief was defeated in Commons today by a vote of 218 to 195.

Defeat of the amendment was attributed to Government opposition voiced by Chancellor of the Exchequer Butler which prevailed despite support for the measure by members of all parties.

The whole British industry was shocked by the abrupt rejection of any and all tax relief. It had been generally hoped that small theatres, at

(Continued on page 11)

See 150 Openings of 'Main St. to B'way'

Sixty key-city openings have been set for the M-G-M release of "Main Street to Broadway," which was produced by Lester Cowan for the Council of the Living Theatre, with the possibility that the list may reach 150 by July 30, the date of the mass premieres. This was disclosed here yes-

(Continued on page 11)



TODAY! CAPITOL THEATRE, N. Y. Patrice Munsel as the magnificent "MELBA"! Spectacle as it should be seen—on the new, giant panoramic screen! Music as it should be heard—with stereophonic sound! It's "The Great Caruso" of 1953" says Louella Parsons. A dazzling Technicolor production . . . thru UA! (Adv.)

SBC Industry Report Submitted by D of J

WASHINGTON, June 23.—The Justice Department has submitted its report to the Senate Small Business Sub-committee investigating film industry trade practices, but it may not be made public for some days.

A committee official declared, however, that the report contains "nothing sensational." The 20-page report gives the department's views on questions raised by the sub-committee and by distributor and exhibitor witnesses.

It is now up to sub-committee chair-

(Continued on page 11)

Judge Igoe Reversed In RKO Grand Case

CHICAGO, June 23.—Two significant actions involving the U. S. Seventh District Appeals Court took place here today when the court reversed Federal Judge Igoe, of the District Court, and ruled that the RKO Grand no longer is bound by the provisions of the Jackson Park decree and remanded the case to Judge Igoe's court for additional facts and conclusions of law. Attorneys for the Jackson Park have 30 days in which to file an appeal.

In the Starlite case, which was

(Continued on page 10)

'Melba'

[S. P. Eagle-United Artists]

MUSIC lovers everywhere should find "Melba" an intensely interesting biographical account of the great singer's life, or that portion of her career that spanned her European activities. The picture does not touch upon her American appearances. Patrice Munsel in the title role, the color by Technicolor, a fine supporting cast and the deft direction by Lewis Milestone, all in addition to generous portions of operatic sequences, are strong selling points for the picture. The cry for better subject matter in films could find its answer in "Melba."

On the debit side, and strictly from a commercial standpoint, the greatest appeal may be to the carriage trade and lovers of classical music. To those segments of the public, this picture will fulfill every requirement because it is top quality in every respect.

"Melba" is the story of a country girl who made good. Such a theme is always good story material. In this case, the future Madame Melba begins her life on an Australian farm as just plain Nellie Mitchell who goes to Paris as a young girl to study voice. Her romances begin

(Continued on page 2)

Haulers Here Indicted for 'Monopolizing'

*Film Producers, TV
Stations Seen Affected*

Four hauling concerns, a labor union, and five of their officers were indicted by a Federal grand jury here yesterday for conspiring to monopolize the hauling of scenery and other theatrical equipment in the New York Metropolitan area.

Attorney General Brownell, in Washington following the indictment, said "hundreds of theatres, film producers and television stations" in the New York area were affected. Brownell, it is understood, referred mainly to legitimate stage houses, although Broadway motion picture theatres with a stage show policy could also be affected.

Brownell declared that the indictment alleged the defendants had banded together to fix high, unreasonable and non-competitive prices for

(Continued on page 11)

Prepare Pact for Cinerama Holders Meeting Tomorrow

A heavy negotiating session in the Stanley Warner-Cinerama deal was held here yesterday as a prelude to tomorrow's meeting of Cinerama Productions stockholders, called to approve the proposed deal.

Lawyers spent hours carefully going over the proposed agreement so that it can be presented at tomorrow's special meeting. A principal, confirming the optimism expressed earlier by another source, said he saw no hitches developing which

(Continued on page 11)

RKO Radio Sets 11 For Summer Release

HOLLYWOOD, June 23.—A summer schedule of 11 releases, two of which are in 3-D, has been lined up by RKO Radio, Charles Boasberg, general sales manager, revealed here today. In addition, three more films, one of which is in wide screen and another in 3-D, have been set for September release, he said.

The first 3-D film is "Second

(Continued on page 11)

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, will leave here July 3 to spend the summer in Eire.

ROBERT BENJAMIN and **MAX YOUNGSTON** of United Artists are scheduled to leave here for London next week. They will join **ARNOLD PICKER** there at the company's international sales meeting.

GRAEME FRASER, vice-president and general sales manager of Crawley Films, Ltd., Ottawa, has been elected national president of the Federation of Canadian Advertising and Sales Clubs.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by **AL SICIGNANO** and **BERNARD LEVY**, have left here for upstate New York.

DR. HERBERT T. KALMUS, president of Technicolor, has accepted an invitation to serve on the board of directors of the Stanford Research Institute.

JOSEPH RUTTEMBERG, M-G-M cameraman, arrived in New York yesterday from England, and will leave today by plane for San Francisco.

MIKLOS ROSZAS, M-G-M composer, will arrive in New York tomorrow from Hollywood, and on Friday will sail for England.

BARNEY BALABAN, Paramount Pictures president, returned to New York from Europe yesterday on the S.S. *Queen Mary*.

HAROLD WIESENTHAL, president of Arlan Pictures, will leave New York today by plane for San Francisco.

F. J. A. MCCARTHY, U-I Southern and Canadian sales manager, will leave New York today for Cincinnati.

JONAS ROSENFELD, director of public relations for I.F.E., will return to New York from Rome on Saturday.

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, is in Buffalo from New York.

CARD WALKER, Walt Disney studio publicity director, will arrive in New York today from Hollywood.

GEORGE CUKOR, director, will arrive in New York today from Hollywood.

Children Admitted Free

Boys and girls under 12 years of age, and accompanied by an adult, will be admitted free of charge to the Criterion Theatre to view "The 5,000 Fingers of Dr. T." Columbia-Kramer production. The arrangement becomes effective today and will continue for eight days through Thursday, July 2.

'Melba'

(Continued from page 1)

almost immediately. In the French capital, John Justin, a young Englishman, falls in love with her and helps her to become a pupil of the great Madame Marchesi, played by Martita Hunt, who is persuaded to come out of retirement to teach Nellie the vocal art.

From the time she makes her professional debut in "La Boheme" under the stage name of Nellie Melba until she reaches the pinnacle of success, with offers for an American tour from Oscar Hammerstein, played by Robert Morley, she is mildly torn between two admirers, Justin and Alec Clunes, who plays the role of Cesar Carlton, the owner of one of London's most famous hotels. But in the windup, she marries her childhood sweetheart from Australia, Charles Armstrong, played by John McCallum.

Among the operas from which Miss Munsel sings superbly are "Lucia di Lammermoor," "Lohengrin," "Manon Lescaut," "Les Huguenots," "Pagliacci," "La Traviata" and "Romeo and Juliet." Miss Munsel proves herself to be a fine actress as well as a fine singer. She has been a member of the Metropolitan Opera Company for the past 10 years.

"Melba" was produced by S. P. Eagle from a screenplay by Harry Kurnitz. In a sense, the whole story is a flashback, opening and closing on the same note. At the height of her career, which is the opening sequence, Melba has been commanded to sing before Queen Victoria, played by Sybil Thorndike, at Windsor Castle. Her first song is an Australian folk tune which she used to sing when she herded cattle on her father's land. And then time races back to pick up the highlights of her life, returning in the fadeout sequences to Queen Victoria and Windsor Castle.

Others in the cast are Violetta Elvin, Joseph Tomelty, Beatrice Varley, Marcel Poncin, Theodore Bokel and the orchestra and chorus of the Covent Garden Opera and of the Sadler's Wells Ballet.

Running time, 113 minutes. General audience classification. Release date, not set. AL STEEN

'Arena'

(M-G-M Three-Dimension)
(Metro-Goldwyn-Mayer)

THE accent of M-G-M's first three-dimensional film is on story content, with 3-D utilized for a more vivid pictorialization of rodeo life. The film, photographed in Ansco color, meets the highest professional standards and should do very well at the box-office, considering the public's lively interest in new screen techniques.

Offered in the presentation is the inside life of a rodeo, the dare-devil riders, their wives and sweethearts. Heartbreak and success swing alternatively in the story, which is natural for wide audience appeal. Although the plot runs, in the main, along formula lines, there are many high points of suspense and thrills. The few "gimmicks" in the film, such as a near crash between a truck and a car, play a very minor role, and do not distract the patron from the story.

Producer Arthur M. Loew, Jr. has assembled a competent cast, headed by Gig Young, Jean Hagen, Polly Bergen, Henry Morgan and Barbara Lawrence. The story finds Gig Young, a leading rider in the rodeo, involved in a marital conflict with his wife, Polly Bergen, who wants him to quit the rodeo while he still has his limbs intact. Her opponent is an attractive adventurer, Barbara Lawrence, who teams up with Gig during his separation from his wife. The dire example of a has-been and what it does to his family is offered by Henry Morgan, who is killed during a performance.

Interwoven in this human situation is the exciting life of the rodeo, the bronco-busting, the mad-bull riding, the fights, glories, defeats and injuries. The suspense in a number of situations is so built up that the patron will find himself on top of a spirited horse, or running away from the charge of a mad bull.

The story winds up with the principals reunited, following the death of Morgan. Mention should be made that while the film was photographed in Ansco color, the prints were made by Technicolor.

Others in the cast include Robert Horton, Lee Aaker, Lee Van Cleef, Marilee Phelps and Jim Hayward. Richard Fleischer directed, from a screenplay by Harold Jack Bloom, based on a story by Loew.

Running time, 72 minutes. General audience classification. For June release. MURRAY HOROWITZ

M-G-M 3-Dimensional Process

M-G-M's three-dimensional process, as unveiled in "Arena," is very effective. Seen at a home office projection room, there were four intermissions during the unreeling, but with larger reels and added projectors these intermissions are not necessary. Throughout the film, the lighting was more than adequate, adding to the impressive 3-D quality of the film. M. H.

SMPTE Regional Meet

Meeting of the Atlantic Coast Section of the Society of Motion Picture and Television Engineers, will be held here tomorrow evening at the Engineering Societies Building.

Davis Acquires 'Sinners'

Arthur Davis has acquired American distribution rights to "Sinners of Paris," new French film. After the addition of English dialogue, release will be through Arlan Pictures.

MPAA Will Consider N.Y. Film Project

The project of the New York Department of Commerce whereby it will seek to get Hollywood producers to allot five per cent of their yearly programs to production in New York will be considered by the Motion Picture Association of America. A spokesman for Eric Johnston, MPAA president, told Frank Connaughton, first deputy commissioner of the Department of Commerce, here yesterday that Johnston probably would assign someone from the MPAA to confer with Connaughton on the matter while Johnston is on his current European tour.

Will Meet Connaughton

Johnston was unable to meet with the city official yesterday, due to the pressure of business prior to Johnston's departure for Europe. It was indicated that if a conference were not held before Johnston returned that the MPAA president would meet with Connaughton after he returns from abroad.

'Fathoms' Bookings Now Total 1,560

The 1,422 territorial saturation bookings previously listed for Warner's "The Beast From 20,000 Fathoms" have been augmented by 138 additional, bringing the total to 1,560, exclusive of the New York Metropolitan area, where the picture will open at the Paramount theatre today. Showings in outlying key towns will follow on July 8. It will open in New York subsequent run theatres on July 17.

The picture is backed by a Coast-to-Coast radio and TV campaign, as well as an extensive, nationwide advertising and publicity drive.

Hecht - Lancaster to Make Two for U.A.

A two-picture production-distribution agreement has been concluded between the independent Harold Hecht-Burt Lancaster production company and United Artists, it was announced here yesterday by Arthur B. Krim, U. A. president.

Lancaster will star in both films, which his company will make in color by Technicolor. The first, "Bronco Apache," will go before the cameras in September. The second film has not yet been selected.

'Blonde' Is Shown to 500 Members of Press

"Gentlemen Prefer Blondes" was the screen attraction last night at the first mass preview of a 20th Century-Fox production. The showing, held at the New York Roxy Theatre, was attended by more than 500 newspaper and trade paper editors and reporters, nationally-syndicated columnists, television and radio personalities and magazine writers.

The production will open at the Broadway film showcase late next month.



TURN IT OFF, GIRLS!

You have *never* in all your TV days witnessed a scene as sizzling as this movie love duel between the **red-headed** temptress and the desperate outlaw!

ROBERT TAYLOR has just slapped gorgeous AVA GARDNER! Why? Because suddenly she kissed him with mad abandon, while her rancher-husband HOWARD KEEL was away!



Between them —
a strange
secret fire.

(Right: the
striking 24-sheet
cut-out)



It's been a long time since the screen has blazed forth such a bold, hot-blooded story as this—the romance of

THE GIRL AND THE GUN-FIGHTER!

In Full Flaming Color M-G-M brings you
a Spectacular Drama of Great Adventure.


"RIDE, VAQUERO!"

(THE BEAUTY AND THE OUTLAW)

M-G-M presents Robert Taylor • Ava Gardner
Howard Keel in "RIDE, VAQUERO!" • Print
by Technicolor • Photographed in Ansco Color
with Anthony Quinn • Kurt Kasznar
Screen Play by Frank Fenton • Directed by
John Farrow • Produced by Stephen Ames

Note to theatre Ad Men:
Please save these ideas
and copy angles for your
campaign.





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BROS.
STUN THE
SHOW WORLD
WITH**

**"The
Beast
From 20,000
Fathoms"**

"THE BEAST FROM 20,000 FATHOMS"

STARRING PAUL CHRISTIAN • PAULA RAYMOND • CECIL KELLAWAY • KENNETH TOBEY • JACK PENNICK

Screen Play by LOU MORHEIM and FRED FREIBERGER Suggested by the sensational SATURDAY EVENING POST story by RAY BRADBURY

Photography by Jack Russell, A.S.C. • Associate Producer BERNARD W. BURTON • Technical Effects Created by RAY HARRYHAUSEN

Music by David Buttolph Produced by HAL CHESTER and JACK DIETZ • Directed by EUGENE LOURIE • Distributed by WARNER BROS.

2 OPENINGS

AS BIG AS

THE

BIGGEST!!!



**ACTUALLY TOPPING THE TOP
WARNER PICTURES OF THE PAST
3 YEARS (EXCEPT 'HOUSE OF WAX')!!!**

Southern Exhibitors View CinemaScope

NEW ORLEANS, June 23.—The 20th Century-Fox CinemaScope process was shown here today to hundreds of theatre executives and newspaper reporters who witnessed a special showing at the Saenger Theatre.

The demonstration lasted for some 45 minutes and featured advance scenes from the 20th Century-Fox-CinemaScope-Technicolor productions, "The Robe" and "How To Marry A Millionaire."

Exhibitors, representing hundreds of theatres in Louisiana, Mississippi, Arkansas and parts of Texas, attended the showing, hosted by Alex Harrison, home office representative of 20th-Fox. Harrison described the company's CinemaScope production plans and also went into detail about converting theatres to the anamorphic lens system.

CinemaScope-Altec Show in N. Orleans

NEW ORLEANS, June 23.—Fourth in the series of stereophonic sound clinics recently inaugurated by E. O. Wilschke, Altec operating manager, was held at the Saenger Theatre here today in conjunction with a CinemaScope demonstration.

The CinemaScope demonstration was in charge of Altec New York headquarters engineer Fred Pfeiff, assisted by W. Y. De Jarnette and "Duke" Chambers, sound technicians in Altec's Southern division. M. G. Thomas, manager of Altec's Southern office in Atlanta, supervised.

Two Special CinemaScope Shows to Be Held Today

CinemaScope in both large and small theatres will be shown today by 20th Century-Fox in two theatre demonstrations of the process before exhibitors from 14 Central and South American countries.

The showings will be held at the Roxy Theatre, and at the film company's home office Little Theatre.

Hosts at the two demonstrations will be Murray Silverstone, president of 20th Century-Fox International Corp., and Edward D. Cohen, the company's supervisor for Central and South America.

This evening the guests, representing theatres in Mexico, Cuba, Puerto Rico, Venezuela, Ecuador, Colombia, Trinidad, Uruguay, Brazil, Panama, Nicaragua, San Salvador, Costa Rica and Honduras, will be feted at a dinner at the 21 Club.

Company president Spyros P. Skouras is expected back from California in time to welcome the theatremen.

Col., Para., 20th to Have 3-Day Holiday

Columbia, Paramount and 20th Century-Fox will remain closed on July 3, thus giving employes a three-day Independence Day weekend. Several other film companies had previously announced their intention of doing likewise.

Moley in McDonald Post

CINCINNATI, June 23. — Ralph T. Moley, formerly salesman for the Tunick Releasing Co., has been named booker for Theatre Owners Corp., local buying and booking agency. He replaces James McDonald, who has been promoted to general manager.

Reviews

"Tarzan and the She-Devil"

(RKO Radio)

TARZAN fans will not be disappointed in this film, which again finds the master of the jungle fighting evil, aided by his wife, Jane, and their pet monkey, Cheta. The nefarious invaders of the jungle this time are ruthless ivory hunters, led by an adventuress, Monique Van Vooren.

Lex Barker as Tarzan and Joyce MacKenzie as his mate perform competently and the film, for those who enjoy such programming, is good entertainment. Like others of its kind, it should go extremely well with the children.

The story finds the ruthless men of Monique Van Vooren plotting to grab a huge haul in elephant tusks. In order to accomplish their mission, they capture the peaceful men of a neighboring East African tribe. Tarzan, alerted to the injustice done to the tribe, goes to the rescue. It is then that the plot takes an ugly turn for Tarzan. The bad men, in their attempt to capture his wife, burn their tree-top "villa," leading Tarzan to believe that Jane has perished.

Tarzan's bereavement so weakens him that he is captured by the traders who torture him. The traders use every means at their disposal to win Tarzan's cooperation in the elephant hunt and it is their greed that leads to their undoing. For when they find out that Jane had escaped the flames, they bring her to Tarzan, who regains his will to fight. Tarzan then signals to the elephants, who are his friends, and the enemies are liquidated by an elephant stampede.

Others in the cast are Raymond Burr, Robert Bice, Tom Conway and Mike Ross. Sol Lesser produced, and Kurt Neumann directed, from a screenplay by Karl Kamb and Carroll Young, based on a novel by Edgar Rice Burroughs.

Running time, 76 minutes. General audience classification. For July release. M. H.

"Murder Without Tears"

(Allied Artists)

HERE is a murder mystery tightly packed with suspense and surprise throughout its well-filled running time. It is deftly scripted by Jo Pagano and Bill Raynor from Pagano's original story, "Double Jeopardy." The seasoned William Beaudine directed and he keeps the story steadily on the move. It stacks up as highly screenworthy entertainment with Craig Stevens and Joyce Holden co-starred, and Richard Benedict, Eddie Norris and Clair Regis heading the supporting cast.

Stevens plays a detective to whom Norris, a personal acquaintance, phones the message that he's just come out of an alcoholic blackout to find himself standing over his murdered wife with the murder gun in his hand. Stevens takes Norris into custody, checks out his story of the blackout, finds copious evidence of Norris' guilt and submits same to a jury that is on the point of convicting him when a safety-deposit clerk in a bank pops up with an airtight alibi and springs the prisoner. Then Stevens, duty bound to find the guilty killer, starts in on the case afresh and (with the audience let in on the guilt side of the story this time) discovers Norris' association with a professional killer and, in a four-cornered finish, kills the killer after the killer has killed Norris. It plays a lot better than this reads.

The production is by William F. Broidy, who had Jack Jungmeyer, Jr., A. R. Milton and A. R. Nunes alongside as associate producers. Others in the cast are Tom Hubbard, Murray Alper, Bob Carson, Paul Murray, Edith Angold, Leonard Penn, Hal Gerard, Burt Weland, Fred Kelsey and Gregg Sanders.

Running time, 64 minutes. General audience classification. June release.

'Camillo' Capital Bow July 9 in 3 Tongues

The French film, "The Little World of Don Camillo," on July 9 will open simultaneous first-run engagements in Washington in three language versions—English, French and Italian. The picture in these versions will be shown, respectively, at the Silver Spring, Plaza and Little theatres. I.F.E. is distributing the picture in the U. S.

Gov. L. L. McKeldin of Maryland, Ambassador Alberto Tarchiani of Italy and Ambassador Henri Bonnet of France have been invited to participate in the ceremonies at the Silver Spring.

Services for Mrs. Green

BOSTON, June 23.—Funeral services were held today for Mrs. Fred Green, 85, philanthropist and widow of the founder of Middlesex Amusement Co., and mother of exhibitors Irving and Maurice Green and of Mrs. Samuel Pinanski.

Bader Again Heads Pioneers Promotion

David A. Bader has again been named national publicity director of the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers. Bader was the Pioneers' public relations head last year when Nate Blumberg, Universal's board chairman, was honored as "The Pioneer of 1952."

The 14th annual Pioneers' dinner-meeting will be held this year on Nov. 12 in the Astor Hotel.

Larger Medical Dept. At UA Home Office

United Artists has set up for employes an enlarged and improved medical department at the home office and has appointed Dr. Leon J. Warshaw as its director, it was announced by Max E. Youngstein, U. A. vice-president. The medical department is attended by Louis D. Parente, (R.N.).

National Pre-Selling

"HOUDINI," film biography of the world famous master magician and escape artist extraordinary, is the subject of an eminently well illustrated article in the current issue of *Life*.

Photographs show Tony Curtis, who plays the part of Houdini, hanging head down in a sealed water-filled box, re-enacting the famous Houdini "water torture" act. A picture made two score years ago at Broadway and 49th Street, shows Houdini hanging upside down from an elevated derrick, wriggling his way out of a strait jacket.

Life reports Tony Curtis displayed a surprising aptitude for magic. So did the camera men and grips, and the Paramount lot for a while became a nightmare of disappearing handkerchiefs.

"Main Street to Broadway" will be represented by ads in the Sunday magazines. Fractional page ads will be carried in *American Weekly*, *Pictorial Review*, *Parade* and *This Week*.

The review of "Shane" appearing in the July issue of *Good Housekeeping* is preceded by a chronological listing of important Western pictures since the advent of motion pictures. The first Western film was produced in 1903, "The Great Train Robbery," starring Broncho Billy.

"Julius Caesar," reports *Seventeen's* July issue, "is a picture to stir the spirits and open wide the floodgates of the imagination and, of course, reminds us all again and again of the enormous contribution to our language made by Will Shakespeare. Next time you say 'It's Greek to me,' remember Shakespeare's Casca said it first."

"Pickup on South Street," "Remains to Be Seen," "The City Is Dark," "It Happens Every Thursday," and "The War of the Worlds" are recommended to the readers of *Woman's Home Companion* in its July issue.

"Dangerous When Wet" is advertised on the table of contents page in the same issue.

"The President's Lady" co-star, Charlton Heston, is featured in a full-color front cover and cover story in the July 21 issue of *Parade*.

"Never Let Me Go" is named "Movie - of - the - Week" in *Tempo* magazine, new pocket size weekly, in the issue of June 22.

"Scared Stiff," "The Juggler" and "The Girl Next Door" are reviewed in the July issue of *Redbook*. Photographs made during the filming of the picture are used to illustrate the reviews.

Full color photographs taken on the sets of "The Sword and the Rose," "Houdini" and "Dangerous When Wet," make up a large part of a two-page editorial spread in the July issue of *American Magazine*. Terse, descriptive reviews of these pictures give the reader an excellent idea of the story lines of the new releases.

WALTER HAAS

A SALUTE TO THE **FORD MOTOR COMPANY**

The American Society of Composers, Authors and Publishers congratulates the Ford Motor Company on its Fiftieth Anniversary, and on the good taste and quality of a television program presented by a leading exponent of the American system of free enterprise.

We point with pride to the fact that almost without exception the songs performed on this incomparable two-hour show were the works of ASCAP writers and publishers, whose compositions truly reflect the life of America — past and present.

These songs were selected on their merit — without any solicitation on the part of ASCAP. We salute the judgment of those responsible for the all-around excellence of the Ford Fiftieth Anniversary Show.



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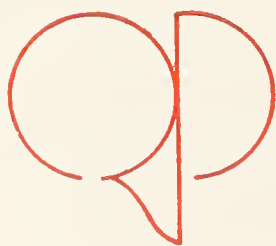
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Edited by

Martin Quigley, Jr.



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New Screen

3-D, CINEMASCOPE, WIDE

**Production
Exhibition
Exploitation**

WITH the motion picture industry surging forward into a great new era, resulting from dramatically improved screen techniques which have captured the interest of the public, it has become obvious that a need exists for a properly clarified understanding of what it is all about.

The changes have been rapid and varied. Consequently, many have a confused impression of the new developments—and comparatively few, even within the industry, have attained a sufficiently clear basic knowledge of the respective new techniques.

In fulfillment of the need for a simply and soundly presented explanation of the established new processes, and the commercial significance of various aspects of the subject, Quigley Publishing Company enlisted the cooperation of the recognized authorities on each of the established new techniques. The result is a book of great value for everybody in or connected with the motion picture industry—entitled “New Screen Techniques.”

This profusely illustrated and handsomely produced volume deals with the subject in a well-organized easy-to-follow and interesting manner. It is intended for everyone in motion picture production, or distribution, or exhibition—and everyone in any branch of the industry who deals with either the trade or the public. It is being published as a service to and for the industry.

Techniques

SCREEN, CINERAMA

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—Frank A. Weber, Dutch 3-D engineer
—Dr. Herbert T. Kalmus, president, Technicolor, Inc.
—Jack L. Warner, vice-president, Warner Bros. Pictures
—Mort Blumenstock, vice-president, Warner Bros. Pictures
—James Brigham, theatre engineer, Natural Vision Corp.

—Ralph Walker, architect
—Fred Waller, chairman of board, Cinerama, Inc.
—Hazard E. Reeves, president, Cinerama, Inc.
—Lowell Thomas, vice-chairman of board, Cinerama Productions, Inc.
—Lynn Farnol, publicist

—Spyros P. Skouras, president, Twentieth Century-Fox
—Darryl F. Zanuck, vice-president, Twentieth Century-Fox
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—H. Sidney Newcomer, M. D.
—William Goetz, in charge of production, Universal Pictures
—George Schutz, editor, Better Theatres

The Authors



Mort Blumenstock



James Brigham



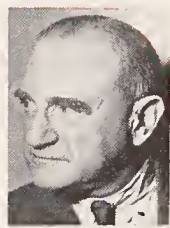
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Lynn Farnol



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Sightless Cinema Demonstrated Here

A demonstration of Sightless Cinema, new project for the entertainment of the blind, drew some 40 persons to the Johnny Victor Theatre here yesterday. Sound tracks from released pictures, along with the voice of a narrator, permits a blind person to enjoy the oral and sound action of a production. Paramount's "Detective Story" was the demonstration picture.

Leon J. Rubenstein, director of the National Foundation to Entertain the Blind, said that all major companies were contributing product for the project. The first four, including "Detective Story," are RKO Radio's "Every Girl Should Be Married," Allied Artists' "According to Mrs. Hoyle," and possibly M-G-M's "Gone With the Wind." Rubenstein said the blind had made special requests for the latter.

The playback speakers are supplied by the Library of Congress and the records may be obtained gratis from a network of Coast-to-Coast libraries.

Blind guests yesterday were enthused over the new entertainment medium.

Skouras, Schenck, Todd Set for Test

BUFFALO, June 23.—The three principals in the Magna Theatre Corp., George Skouras, president; Joseph Schenck and Michael Todd, directors, were on hand here today for further tests of the Magna 65mm. wide screen system.

So far, only parts of the process have been viewed at the Regent Theatre here, according to George Anderson, director of public relations for the American Optical Co., of Southbridge, Mass. American Optical, which is a member of the subsidiary Todd-AO Co., will manufacture the equipment.

Anderson added that "we should be ready for complete tests" in a week or two, when the team of Richard Rodgers and Oscar Hammerstein is expected here for the demonstration. The first film in the new process is expected to be Rodgers and Hammerstein's "Oklahoma."

Selznick Dickering 2 Releasing Dates

David O. Selznick is negotiating two separate distribution deals, one for the release of a group of reissues and the other for "Terminal Station," which he co-produced in Italy with Jennifer Jones and Montgomery Clift starred. "Terminal Station" is scheduled for release in late August.

Among pictures slated for reissue are "Duel in the Sun," "Tom Sawyer," "Rebecca," "The Spiral Staircase," "The Third Man" and "Spellbound."

MPIC Group Studies Overseas Production

HOLLYWOOD, June 23.—The Motion Picture Industry Council's committee appointed to survey the facts and background of overseas production by American companies was in preliminary session tonight under Chairman Carey Wilson. Other committee members are Allen Rivkin, Roy Brewer, John Dales, Jr., Gunther Lessing, Steve Broidy and B. B. Kahane.

Chicago Anti-Trust Edicts

(Continued from page 1)

Theatre, which is operated by the Melbro Corporation, for 1947 to the present date, be made available to the defendant.

In the Sun, Lasker, Devon, and Pioneer cases, Federal Judge Perry handed down summary judgment dismissing RKO and Paramount from these suits on the grounds that those two companies had entered into their consent decrees more than two years before these suits were filed, thus not being properly named in these suits under the Illinois statute of limitations, which is two years in triple-damage suits.

Seymour Simon, attorney for the plaintiffs, is preparing an appeal and also will appeal the recent decision which ruled out single damages in cases filed under the Sherman Anti-Trust Law and prevented the assessing of single damages which come un-

der a five-year statute of limitation in Illinois.

Attorneys for the defendants and Simon have reached an agreement that they will accept a decision on the present appeals as also binding on some 11 other similar suits now pending, although RKO and Paramount have been dismissed from the suits by the summary judgments and other defendants still are in the case, with Simon contending that RKO and Paramount should not have been considered out of the Paramount case. He has been granted permission to introduce documents from the Paramount case in the U. S. Appellate Court in support of the claims he has advanced.

Another legal action today found the Alamo Theatre anti-trust suit being set for hearing January 4, 1954, by Judge Perry.

MGM Sets 1st 3 Judge Igoe Reversed Releases for Fall

(Continued from page 1)

Metro-Goldwyn-Mayer has set three productions as its first group of fall releases, it was reported here yesterday by Charles M. Reagan, general sales manager. The three will be released in September and will supplement the summer schedule of eight pictures for July and August.

The new schedule does not provide for "Julius Caesar," now in its third week at the Booth Theatre here. A number of out-of-town openings is being planned, starting late summer.

Starts in Early September

In the new group of three, "The Great Diamond Robbery," starring Red Skelton and Cara Williams, will be released during the first week in September. "Terror on A Train," with Glenn Ford and Anne Vernon, will be released about the middle of the month and, "The Actress," starring Spencer Tracy, Jean Simmons and Teresa Wright, at the end of the month.

Grant Sale Delay For 2 RKO Theatres

A one-year extension for the sale of two downtown theatres in Cincinnati, the Capitol and the Shubert, was granted here yesterday to RKO Theatres by the New York Statutory Court.

The circuit sought a two-year extension, but instead the court held that the deadline should be fixed for May, 1954, by which time it will be required to dispose of the two houses, under the terms of its consent decree.

U.S.C. Is Honored By Producers Guild

HOLLYWOOD, June 23.—The Screen Producers Guild's first intercollegiate film award, "For the best motion picture conceived and created in colleges and universities of the United States," tonight was voted to the University of Southern California for its 30-minute documentary in color dealing with sightless children and entitled "Let Me See."

The University of Minnesota and the University of California at Los Angeles took runner-up honors.

brought against a group of drive-in theatres here for alleged price fixing by the anti-trust division of the Department of Justice, the government has informed the defense attorneys for the drive-ins that the appeals court decision upholding the decision of the district court and dismissing the suit against the drive-ins will not be appealed to the Supreme Court.

Public Wants More In 3-D: Blanke

HOLLYWOOD, June 23.—Henry Blanke, Warner producer, has returned to the studio following a six weeks' tour which took him to cities and small towns as far East as Philadelphia to learn first hand the reaction of picture-goers to 3-D and other new methods of presenting screen entertainment.

"The three-dimension screen was the chief topic of conversation and picture-goers were looking eagerly toward Hollywood for more 3-D productions," Blanke reported.

Barth Rights Taken By Tower Pictures

SAN FRANCISCO, June 23.—Tower Pictures has acquired distribution rights of Western Releasing Corp. from Dick Barth of Los Angeles, who is entering the television field on a national basis.

The package acquired, says M. R. (Duke) Clark, Tower president, includes Beverly Pictures, Alexander Films and Herbert Bregstein Productions, the latter of New York. Bregstein will represent Tower in New York.

Heads C.C.A. Production

HOLLYWOOD, June 23.—John J. Glavin has been named production manager of Color Corp. of America, it has been disclosed by O. W. Murray, vice-president of the company.

Summer Closings in Ohio

CLEVELAND, June 23.—Local exchanges have been notified of the following summer closings: the Victory, Cleveland; Lincoln, Lorain; Grafton, Grafton, and Rapids, Grand Rapids.

Johnston, Weltner Johnson to Europe

Eric Johnston, president of the Motion Picture Association of America, hopped off for Europe yesterday on a variety of tasks in connection with the American motion picture industry. He was accompanied by George Weltner, president of Paramount-International, and Griffith Johnson, economic adviser for the MPAA.

Johnston's itinerary includes Frankfurt, Berlin, Paris and London. He is due back in New York on July 11. Johnston will not accompany Johnson to Oslo, Norway, where a slight snag has come up in negotiations on a new film pact. Norway has indicated an intention to place a ceiling on percentage terms asked by U. S. film companies on so-called "specials" or "super" pictures. Johnson has been assigned the chore of reaching an agreement on this issue; no other points in the proposed pact are in dispute.

Johnston met with foreign department managers here yesterday before flying from Idlewild Airport. He gave the managers a rundown on the general foreign situation.

Veterans Honored at FP-C's Outing

TORONTO, June 23.—J. J. Fitzgibbons, president, company executives, and home office employees of Famous Players-Canadian Corp. gathered at St. Andrew's Golf Club today for the annual staff outing and sports program.

The concluding feature was a dinner at which many FP-C veterans were honored on the occasion of their induction into the 25-Year-Club which now has an enrollment of more than 270 men and women, including charter members who started with the circuit in 1920.

Newcomers Listed

Latest class of Ontario candidates included G. S. Allen, George A. Hall, John Heggie, G. H. Jones, Dan Krendel, L. A. Leslie, John McAlister, Fred Morley, W. A. Summerville, Harry Wallace, Mrs. E. A. Anderson, J. G. Geisel, William Musclow, Vern Hudson, William H. Hartnett, Sr., L. J. Killman, Clarence Markell, Albert V. Whitham, Irene King, Arthur Kuhn, H. Monteith, Arch Tyo, Ed Lamoureux, Clarence Marriott, Bill Trudell, I. C. Ridley, Harvey E. Sills and Earl Scandrett.

Dutch Retain Same Import Allocations

WASHINGTON, June 23.—The Netherlands Bank has agreed to the same amounts and conditions for 1953 foreign exchange allocations for film imports as were in effect for 1951 and 1952, the Commerce Department reported.

Film chief Nathan D. Golden said the conditions attached to the 1953 quota again require that a minimum of 12 weeks a year be devoted to features from non-dollar areas, and maximum film rentals remain unchanged at 32½ per cent of net box-office receipts, with 65 per cent of that transferable to the foreign producer.

Golden stated that Netherlands distributors resent the 32½ per cent rental limit, and have launched a campaign to get a larger share of box-office receipts.

RKO Releases

(Continued from page 1)

Chance," to be released July 15. Produced in color by Technicolor by Edmund Grainger, it stars Robert Mitchum, Linda Darnell and Jack Palance. The other is "Devil's Canyon," an August release in Eastman color, produced by Grainger and starring Virginia Mayo, Dale Robertson, Stephen McNally and Arthur Hunnicutt.

Other releases set for July include Sol Lesser's "Tarzan and the She-Devil," starring Lex Barker; "Below the Sahara," in Technicolor, produced by Armand Denis, and "Affair With a Stranger," starring Jean Simmons, Victor Mature, Jane Darwell and Monica Lewis.

TV Drive Planned

July releases also include the Academy Award winning "The Sea Around Us," produced by Irwin Allen, and two re-releases, "Mighty Joe Young" starring Terry Moore and Ben Johnson, and "Isle of the Dead," with Boris Karloff and Ellen Drew. A campaign stressing TV and give-away cutouts will feature release of this duo.

Set for August are Walt Disney's "The Sword and the Rose," in Technicolor, starring Richard Todd and Glynis Johns; and two re-releases, "Stage Door," starring Katharine Hepburn, Ginger Rogers and Lucille Ball, and "Without Reservations," with Claudette Colbert and John Wayne.

Set for September release are "Rage of the Jungle," Benedict Bogeaus production for wide screen and stereophonic sound, starring Ann Sheridan, Glenn Ford and Zachary Scott; "Son of Sinbad," in 3-D and Technicolor, starring Dale Robertson, Sally Forrest, Mari Blanchard, Lili St. Cyr and Vincent Price, and "She Had to Say Yes," starring Robert Mitchum, Jean Simmons and Arthur Hunnicutt.

Lippert Acquires 2 Fairbanks Reissues

HOLLYWOOD, June 23. — Reissue rights to two Douglas Fairbanks, Sr., pictures, "The Iron Mask" and "Mr. Robinson Crusoe," have been acquired by Lippert Productions. "Crusoe" was the late Fairbanks' last picture. "The Iron Mask" has been revamped so as to feature a special narration written by Richard Llewellyn and spoken by Fairbanks, Jr., as well as a new score by Allan Gray and recorded by the London Philharmonic Orchestra.

Sees 'Queen' at Guild for Summer

The Guild Theatre expects to hold "A Queen Is Crowned" "at least" through the summer, it was reported here yesterday by Norman Elson, president of Embassy Theatres, which operates the Guild.

Elson, commenting on the picture's outstanding first two weeks of business, said that it should attract the large tourist trade that visits Rockefeller Center during the summer.

150 Openings

(Continued from page 1)

terday at a luncheon at Toots Shor's given by the Council. Arthur Schwartz, Council chairman, was general spokesman and Faye Emerson was mistress-of-ceremonies.

Speakers at the luncheon were Si Fabian, who was among the exhibitors who financed the picture; Howard Dietz, M-G-M vice-president, and Cowan. Fabian said that his group was interested in developing new talent and that he hoped the alliance between the film industry and the stage would create new personalities in all branches. Dietz and Cowan gave brief summaries of the history of the project. Herb Shriner, who makes his film debut in the picture, spoke over a wire recording.

Excerpts from the picture were presented following the luncheon, with sequences featuring Tallulah Bankhead, Ethel Barrymore, Lionel Barrymore, Helen Hayes and many other personalities on view.

The Council will receive a portion of the proceeds from "Main Street to Broadway" on its release by M-G-M. A large number of stage and industry leaders were present at the luncheon.

Cinerama Meet

(Continued from page 1)

would negate an agreement. Barring unforeseen developments, the principal stated that there should be no further delay in reconvening the stockholders' meeting, which was adjourned once due to a lack of agreement on both sides.

The proposed deal, which is subject to approval by the Department of Justice, calls for the entrance of Stanley Warner in the operation and management of Cinerama theatres in return for financing. Under its terms, this will be accomplished through a 100-per-cent-owned Stanley Warner subsidiary company, which will share 50-50 in the box-office take with Cinerama Productions, Inc. Other terms, it is understood, include the granting of exclusive exhibition rights to the subsidiary company until 1958 and the minimum requirement of the production of two Cinerama feature length films. In addition to its 50 per cent share in the box-office take, Stanley Warner will be granted an additional percentage for management expenses, it is reported.

As of yesterday, a spokesman for Stanley Warner said that the Department of Justice has not been heard from.

'Shane' and Heflin Draw Wyo. Praise

Eric A. Johnston, president of the Motion Picture Association of America, has received from Earl E. Hanway, publisher of the Casper, Wyo., *Tribune-Herald*, a letter commending the film industry in general and star Van Heflin in particular on the goodwill fostered on behalf of motion pictures in that city in conjunction with the recent premiere there of Paramount's "Shane."

'Giant Killer' Premiere

HOLLYWOOD, June 23.—The American premiere of "Johnny, the Giant Killer," full-length cartoon of Lippert Pictures, has been set for Friday at the United Artists and Egyptian theatres.

Braves Featured in Universal Newsreel

Universal Newsreel has prepared a special feature for its current issue covering the league - leading Milwaukee Braves. Tom Mead, editor, and Irving Sochin, sales manager, planned the feature several weeks ago when the Braves started their upward climb in the National League. The material was shot in Boston, New York and Milwaukee.

Argue Dismissal of Hillside Case Today

Louis Nizer, counsel for defendant film companies in the case brought by Jack Unger, owner of the Mayfair Theatre, Hillside, N. J., will argue for the dismissal of the suit today before Federal Judge Sidney Sugarman. The action charges discrimination in film terms against the Mayfair in favor of circuit theatres.

The plaintiffs have completed their cross examination of witnesses and, as is customary, the defendants will argue for dismissal before they start their cross-examinations. It was said that because of the novel question involved, there was some indication yesterday that Judge Sugarman may grant the dismissal motion. If that should happen, the plaintiffs are prepared to appeal.

Postponement Likely

It is possible that if Judge Sugarman should deny the dismissal motion the trial would not be resumed immediately but would be put over until the fall. Industry attention to the case has been keen because it is the first such litigation involving discrimination in film rentals, with no other issues involved.

Eastman Kodak Fills Four Executive Posts

ROCHESTER, N. Y., June 23.—New executive posts have been given to four at Eastman Kodak, it has been disclosed by Ivar N. Hultman, vice-president and general manager. Those named, and the positions to which they have been named, are:

Paul S. Aex, to assistant superintendent, film processing division; Floyd F. Hovey, to general supervisor of administration, color print and processing; Allan M. Koerner, general supervisor of quality control, color print and processing; George W. Patterson, general supervisor of personnel, color print and processing.

Transparencies for All Columbia 3-D's

National Screen Service will distribute special sets of color transparencies of scenes from all of Columbia's 3-D product for both NSS's View-Master lobby displays and for 3-D shadow boxes requiring 11x14 stills.

The plan went into effect with "Fort Ti," current 3-D release, and will continue with "The Stranger Wore a Gun," "Miss Sadie Thompson" and "Gun Fury," all in production, and four other 3-D features on which the company will start camera work soon.

Tax Fight

(Continued from page 1)

least, would be granted some tax remission in view of their particularly perilous position.

Butler denied in Commons that the entertainment tax is unduly invidious to the film trade compared with prevailing taxes on other industries. He cited as examples beer, tobacco, gasoline and the purchase tax on television sets.

Says Attendance Is Up

Butler claimed that theatre attendance is one-third higher now than in the pre-war period, despite recent declines. Nevertheless, he said, the attendance trend in recent months gave him cause for anxiety. Saying he did not want to raise any false hopes, Butler promised to watch the matter during the next few months and, "if the trend continues, the cinemas' claims to tax relief will stand high among competitive claims for future action."

Indict N. Y. Haulers

(Continued from page 1)

their services and to use "the coercive power" of the AFL teamsters union to force acceptance of their services and to exclude independents from the transportation field.

Named in the indictment were: Walton Hauling and Warehouse Corp., and its president, Eugene A. Walton; Tait Transfer Co., Inc., and its president, Saul Freedman; Schurmer Theatrical Transfer Inc., and its president, Harry Schurmer; Erie Transfer Co., and its president, Harry Hyde; and the Theatrical Drivers Local 817 of the AFL Teamsters Union, and the local's secretary-treasurer, Edward O'Donnell.

SBC Report

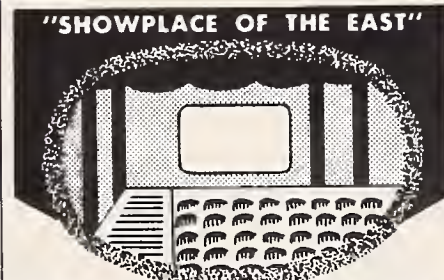
(Continued from page 1)

man Schoepel (R., Kans.) to decide whether to release the report as soon as copies have been made available to all sub-committee members or to wait until the sub-committee actually meets, reviews the report and releases it. This might take considerable time.

Schoepel could not be reached to indicate what he planned to do.

Drive-in Building Fought

SAN FRANCISCO, June 23.—Petitions of protest bearing 272 signatures have been filed here in an effort to prevent Syufy Enterprises from constructing a drive-in theatre in Stockton. The theatre, petitioners claim, would constitute a traffic hazard and would depreciate property values.



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Produced by
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Screen play by CHARLES LEDERER



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SIMPP Votes Formation of Export Group

Will Have Wide Powers To Aid Business Abroad

HOLLYWOOD, June 24.—Membership of the Society of Independent Motion Picture Producers, at the annual meeting today authorized the establishment of an export association, to operate under the provisions of the Webb-Pomerene Act, for the purpose of aiding independent producers and distributors in cultivating the foreign market.

Ellis Gibbs Arnall, president of SIMPP, who together with all other officers and directors was re-elected, said, "The creation of an export association will fill a long felt need of the industry. It will enable independent producers and distributors of independent product to more effectively utilize the foreign market."

Under the setup planned, the association would have the power to make foreign trade deals, aid in converting

(Continued on page 3)

52 Films Started In Rome During 1st Five Months of '53

The Italian motion picture industry reports that 52 features went before the cameras in Rome and environs during the first five months of 1953, it was disclosed here yesterday by Italian Films Export.

Claimed to be a record figure, it is exclusive of American productions such as United Artists' "Beat the Devil" and M-G-M's "Flame and the Flesh," but does include 13 Italo-French co-productions, three Italo-English, one Italo-Spanish and the

(Continued on page 3)

JDA's Amusement Unit Meets Today

The amusement division of the 1953 Joint Defense Appeal (JDA) campaign will hold an organizational luncheon meeting here today at the Hotel Astor. William German, president of W. J. German, Inc., is chairman of the JDA division.

The amusement industry is helping JDA raise New York's share of the

(Continued on page 3)

Will Produce 'Oklahoma!' In the New Magna Process

The green light has been given for the production of "Oklahoma" in the new Magna wide-screen process following a successful demonstration of the system in Buffalo. Joseph M. Schenck, chairman of

Plan Drive-in Unit in Tenn.

DALLAS, June 24.—First step in the expansion of the International Drive-in Theatre Owners Association will be taken in Memphis on July 7, when Claude Ezell, founder of the organization, will meet with drive-in owners in that area. The meeting will be held for the purpose of organizing the Tri-State Drive-in Theatre Owners as a unit in the international organization.

Ezell has announced that drive-in owners from nine other states have requested him to assist them in setting

(Continued on page 3)

Cinerama Holders To Meet Today

The special meeting of Cinerama Productions stockholders will take place today here as scheduled, according to late word yesterday from Cinerama. The meeting was called to approve the proposed Stanley Warner-Cinerama deal.

Stockholders will be apprised of the status of negotiations and the terms of the proposed deal, still to be signed, it was said. The proposed deal, which is subject to the approval of the Department of Justice, calls for the entrance of the Stanley War-

(Continued on page 3)

Skouras Says 'Robe' Will Win Back 'Lost Audience'

Declaring that if there is such a thing as a lost audience, "The Robe" will bring this group back into the theatre, Spyros P. Skouras yesterday hailed 20th Century-Fox's first CinemaScope production as a "magnificent

motion picture saga, possessing a beauty rarely caught on the screen." The 20th-Fox president gave a first-hand report on the initial viewing of "The Robe" at the Coast studios early this week at a dinner here last night at the 21 Club for exhibitors and equipment manufacturers from Latin American countries. The dinner climaxed a day of activities at which



Joseph M. Schenck from Buffalo with Magna president George Skouras and director Mike Todd, claimed that the tests revealed the potentialities in both the 35mm. and 65mm. fields.

The Magna board chairman said

(Continued on page 3)

'Melba' Premiere Draws B'way Throng

Fifteen hundred celebrities attended the world premiere of S. P. Eagle's "Melba," the first Technicolor musical in the new wide screen and stereophonic-sound processes, at the Capitol Theatre here last night under the auspices of United Cerebral Palsy of New York City.

The celebrities were joined by more than 2,500 others who filled the Broadway showcase to capacity for the premiere of the United Artists release, which stars Patrice Munsel in her screen debut. Proceeds from the

(Continued on page 3)

See FCC Okay Of Theatre-TV Compromise

Official Announcement Expected Momentarily

By J. A. OTTEN

WASHINGTON, June 24.—The Federal Communications Commission today approved the industry's request that special theatre television common carriers be permitted to use frequencies now assigned general TV common carriers, it was reliably but unofficially reported.

The official announcement is expected late today or tomorrow.

The industry some months ago made a compromise offer to the Commission. It said it would withdraw its bid for exclusive theatre television frequencies if the FCC would permit theatre TV carriers to use the regular carrier frequencies and would also issue a policy statement urging existing carriers to cooperate with the theatre TV carriers in sharing the frequencies.

It was reported that the Commission

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Ballantyne Orders Of Equipment Unit Exceed \$2,000,000

OMAHA, June 24.—Orders for the Ballantyne Company's all-system equipment package have passed the \$2,000,000 mark, the company announced here. Based on a per package cost of \$6,000, the figure reveals that Ballantyne has received orders to equip 335 theatres for showing 3-D, panoramic screen and stereophonic sound pictures.

J. Robert Hoff, Ballantyne's executive vice-president, explained that the

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Senate Group OK's Trade Extension Act

WASHINGTON, June 24.—The Senate Finance Committee today approved a one-year extension of the Reciprocal Trade Agreements Act.

However, the Committee deleted a House-approved provision enlarging the Tariff Commission from six to seven members. Motion Picture Association of America president Eric A.

(Continued on page 3)

Personal Mention

B. G. KRANZE, United Artists general sales manager, is in Scranton today from New York.

DOMINIC TURTURRO, owner of the Elms Theatre, Millbury, Mass., is recovering from an automobile accident in which he was slightly injured.

ARMAND DENIS, RKO Radio producer, and his wife, **MICHAELA**, were heard yesterday morning on **BILL LEONARD'S** radio program over CBS.

JACK ROSE, of the Indiana-Illinois circuit, has been named chairman of the amusement division of the combined Jewish Appeal for Chicago.

CHARLES SCHLAIFER, president of Charles Schlaifer & Co., Inc., will appear on "Adventures in Science" tomorrow afternoon over CBS.

ARTHUR MANHEIMER, Chicago branch manager for National Screen Service, will spend the weekend in New York.

MARTY WOLF, assistant general sales manager of Altec Service, has left New York for a trip through Pennsylvania.

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has returned to New York from Salt Lake City.

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, has left Charlotte for Mobile, Ala.

EMERY AUSTIN, M-G-M exploitation manager, will leave New York today for Atlanta.

MARIE ROESSEL, Universal-International cashier in Cleveland, is cruising on the St. Lawrence.

SILAS F. SEADLER, M-G-M advertising manager, left New York last night for Scranton.

RUBE JACKTER, Columbia's assistant general sales manager, is in Scranton, Pa., on business, from here.

RICHARD TODD will arrive in New York today from London.

See Full Production In 2 Weeks: Warner

HOLLYWOOD, June 24.—The Warner studio will revert to full-speed-ahead production in about two weeks, Jack L. Warner revealed today in conversation with exhibitors and press people attending the preview of "The Charge at Feather River" at the Hollywood Paramount Theatre. Warner named six major pictures to be filmed with Warner's all-media camera, in WarnerColor and WarnerPhonic sound, which he said would go into production immediately after Independence Day.

Reviews

"Flame of Calcutta"

(Columbia)

THE names of Denise Darcel, Patric Knowles and Technicolor will brighten the marquee, and the same three factors in "Flame of Calcutta" will satisfactorily entertain. It is a somewhat routine action drama which abounds in action and swordplay.

Robert E. Kent's costume story, ably produced by Sam Katzman and directed by Seymour Friedman, is set in India in 1760. Most of the provinces are in turmoil because the benevolent Nawab of Tangor has been deposed by a scheming usurper, George Keymas. Out of the chaos rises a fiery leader, known as the Flame, who plays havoc with the fighting forces of the usurper. The Flame turns out to be none other than Miss Darcel who, in a red gown, leads a staunch band of fighters against the oppressors. Knowles, who is in love with Miss Darcel, is aware that she is the mysterious Flame. Since it is his duty to be neutral, several ticklish situations come to pass. The picture's element of suspense arises out of the villainous Keymas' efforts to trap Miss Darcel and expose her as the Flame.

Entrapment seems about to ensnare Miss Darcel when a last minute flurry of events happen, punctuated by a wild battle, and all is saved. It goes without saying that Keymas is killed in battle, the throne goes to the deserving one, and peaceful romance is in the offing for Miss Darcel and Knowles.

Others in the cast are Paul Cavanaugh, Joseph Mell, Ted Thorpe, Leonard Penn, Gregory Gay, Edward Clark, Robert Hughes and Eddie Foster.

Running time, 70 minutes. General audience classification. For July release.

"Loose in London"

(Allied Artists)

ENGLAND is the locale of the latest adventures in the lives of the Bowery Boys. The picture is on a par with most of the others in this series which apparently has a faithful following among fans everywhere.

Huntz Hall learns he's an heir of a distant relative in England. Though transportation has been provided for only one, five of the boys manage to cross the ocean. Once at the old relative's estate, they discover five other relatives are in a plot to slowly poison their benefactor and to get rid of the American upstarts. The plan is foiled at the end with a free-for-all wherein some centuries-old weapons are used to good comic advantage. However, they learn that Hall isn't the American heir after all, so it is assumed they all returned to the Bowery for some further tomfoolery.

Leo Gorcey, of course, plays the leader of the boys and he's given the usual quota of malapropisms. Hall makes enough double-takes, grimaces and faces to satisfy his fans. Angela Greene heads the supporting cast as the luscious member of the conspiring quintet.

The picture was produced by Ben Schwalb from a screenplay by Elwood Ullman and Edward Bernds with the latter doing the directing.

Others in the cast are Bernard Gorcey, Walter Kingsford, Norma Varden, John Dodsworth, William Cottrell, David Condon, Bennie Bartlett, Rex Evans, James Logan, Alex Frazer, Charles Keane and Clyde Cook.

Running time, 62½ minutes. General audience classification.

"The Twonky"

(United Artists)

WRITTEN, directed and produced by Arch Oboler, this picture was designed as a science fiction comedy-drama, but it appears to lack imagination, comedy, drama and skill in dialogue. It is unfortunately witless and stumbling. It cannot compare with other science fiction offerings and it hasn't the needed bolsters of 3-D or wide screen.

The story is about a television set run wild; its legs move it, jumpily, awkwardly; it follows its master around his huge house, lights his cigarettes, acts as a sort of guardian, and is capricious and nasty. The master is college professor Hans Conried, whose wife bought the set on the installment plan and then went away. Conried, after a brief refusal to believe his senses tries desperately to outwit and destroy the monster. He is aided by Billy Lynn, shaky, drunken, fumbling college football coach, who diagnoses the thing as a "Twonky," a robot spirit from the future, when men will be machines. There is a small, squeaking message from Oboler buried in all this, about liberty versus regimentation.

Conried, whose acting ability is overwhelmed by the script, finally is rid of the Twonky which outwits itself in an auto chase.

Promotion of the Admiral company, whose television receiver, radio, and refrigerator populate Conried's house, of Coca-Cola, which he seeks as refreshment and of the Plymouth automobile which he drives—is most blatant. The story is said to be based on a "prize winning science fiction story" by Henry Kuttner.

The cast also has Gloria Blondell, Janet Warren, Ed Max, Al Jarvis, Norman Field, Trilby Conreid, William Phipps, Steve Roberts and Florence Ravenel.

Running time, 72 minutes. General audience classification. June release.

\$20,000 Opening Day for 'Fathoms'

Warner's "The Beast from 20,000 Fathoms," which opened yesterday at the Paramount Theatre here, is reported to have had a first-day's gross of \$20,000, matching the non-holiday opening of the company's 3-D "House of Wax."

Yesterday's opening was aided by an extensive advertising and publicity campaign.

N.J. Allied to Stress 3-D at Convention

An entire afternoon will be devoted to 3-D in its various phases at the annual convention of Allied Theatre Owners of New Jersey in Atlantic City on July 8-10. Sessions will be held in the Hotel Traymore.

Speakers will be authorities on three-dimensional pictures and wide-screen projection. In announcing the special session, president Wilbur Snaper said that "Allied hopes to accomplish a semblance of 3-D order out of the present confused state."

A record turnout is expected, based on a large early registration.

Judge May Act Today On Hillside Dismissal

Federal Judge Sidney Sugarman may act here today on a motion to dismiss the case brought by Jack Unger of the Mayfair Theatre, Hillside, N. J., against major companies.

Louis Nizer, counsel for the defendants, argued in favor of a dismissal yesterday morning. The plaintiff's attorney presented arguments against dismissal at the afternoon session of the trial and he will continue this morning. Whether the judge will make an immediate decision or take the matter under advisement was not indicated from the bench.

The case concerns alleged discrimination of film rentals to the detriment of the Mayfair, the charge being that circuit houses in the area played lower film rental for the same product. The trial has been in progress almost two months.

Heavy Grosses Are Listed for 'Space'

"It Came from Outer Space," Universal-International's first 3-D picture, is said to be rolling up record grosses for a U-I picture in its initial engagements with a preliminary tabulation of 56 comparable engagements showing the picture running ahead of "The Mississippi Gambler" and "Bend of the River," it was said.

In Los Angeles, it is in a fourth week at the Hillstreet and Pantages theatres with fourth week receipts exceeding those of the third week, estimates running as follows: first week, \$69,000; second, \$42,000; third, \$25,000; fourth, \$27,000. It completed an initial week at Loew's State Theatre in New York (Tuesday night), reportedly grossing \$43,000.

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Magna Process

(Continued from page 1)

that it is now contemplated to shoot for both 35mm. and 65mm. projection, with the 65mm. film being exhibited on a road-show policy. He indicated that following the roadshow, productions in the Magna process will be released in 35mm. Schenck said the conversion costs to theatres for 35mm. exhibition would be "reasonable."

The contract for the film rights to "Oklahoma," Schenck disclosed, is now being drawn up and he saw no hitches developing. The Magna board chairman said that over \$1,000,000 will be paid to the play-writing team, who also own stock in the Magna corporation, for the film rights. He estimated that production costs for the first Magna film will run another \$3,000,000.

Schenck said that before shooting begins on "Oklahoma" further tests will be made in New York. For this purpose, director Fred Zinneman has been called to New York to run footage, spotlighting what can be done with Magna in acting and musical scenes, utilizing the Magna process. Schenck estimated that these tests should be completed within a week or 10 days. Current plans, he disclosed, call for an April release date on "Oklahoma" at the New York Rivoli Theatre. Production, he said, should start within two months.

Outside producers with top-notch product desiring to use the Magna process will be allowed to do so under an arrangement still to be worked out, Schenck disclosed. These outside producers, according to present plans, will be allowed to release through distribution organizations other than Magna, Schenck added.

Schenck claimed that the Buffalo tests revealed that the 35mm. films gave a "great sense of audience participation," although the definition was better and the scope grander with 65mm. film. Utilized for the test at Buffalo's Regent Theatre, Schenck said, was a curved screen 65 feet by 25 feet. The current screen, Schenck said, was improvised, but plans are under way to construct special screens made of a plastic material, containing what he phrased as "aluminum cubes" for greater fidelity in stereophonic sound.

Footage Made by Mike Todd

The footage shown in this week's Buffalo tests were made by Mike Todd, using the special Todd-AO lens, and consisted of shots of Rockaway Park in New York. Edward Rowley, president of Rowley United Theatres, Inc., and M. A. Naify, president of United California Theatres, were on hand for the Buffalo demonstrations and expressed enthusiasm over the tests, Schenck added.

Schenck said that he expects to leave for Hollywood at the weekend.

'Melba' B'way Premiere

(Continued from page 1)

premiere went to aid cerebral palsied victims in this city.

The premiere activities were telecast over Channel 7 from 8 to 8:30 P.M. in a program that featured Miss Munsel, Jane Pickens and other stars.

Celebrities Present

Among the 1,500 celebrities who accepted invitations to the premiere were: Hon. James A. Farley, Hon. Lazarus Joseph, Red Buttons, Marlon Brando, Zsa Zsa Gabor, Eva Gabor, Lola Montez, Alfred de Liagre, Bess Myerson, Arthur Murray, Jack Carter, Morey Amsterdam, Huber Boscowitz, John Brownlee, Anita Colby, Constance Collier, Cheryl Crawford, Jessica Dragonette, Dorothy Fields, Bryan Foy.

Also, Bernard Gimbel, Sam Levenson, Monica Lewis, Joseph L. Mankiewicz, Henry Morgan, Maggi McNellis, Jane Pickens, Frank Coniff, George Hearst, William Randolph Hearst, Jr., Roy Howard, Henry R. Luce.

Also, Billy Rose, Walter Winchell, Brig. Gen. David Sarnoff, Mrs. Dodge Sloane, Herb Sheldon, Herbert Bayard Swope, Mel Torme, Bennett Cerf, Frank Farrell, Danton Walker, Abel Green, Leonard Lyons, Martin Quigley, Louis Sobol, Ed Sullivan.

Also, Charles Boasberg, Harry Brandt, Jack Cohn, Alfred Daff, Gus Eysell, Charles Feldman, Leonard Goldenson, Ed Hyman, Harry Kal-

mine, Al Lichtman, John O'Connor, Milton Rackmil, Walter Reade, Jr., Herman Robbins, Abe Schneider, A. W. Schwalberg, Sol Schwartz, George Skouras, Spyros Skouras, Wilbur Snaper, Nate Spingold and Adolph Zukor.

Backed by a national advertising budget of \$500,000—equal to that provided for United Artists' "Moulin Rouge"—and aided by a \$50,000 music-promotion budget, the campaign for the world premiere of "Melba" blanketed New York.

Macy's took full-page advertisements on Tuesday in the New York Times and the Herald Tribune in behalf of "Melba." Macy's also set up a "Melba" trousseau room as a display for four to six weeks, as well as a showing of "Melba" lingerie fashions. Macy's has "Melba" displays elsewhere in the store and is publicizing the film in 50,000 heralds and the company's 11,000-circulation house organ.

Restaurants Participate

Other major companies devoting their store windows to "Melba" displays include Child's restaurant chain, the Doubleday-Doran bookshops, Finlay-Straus and RCA-Victor record outlets.

These tie-ups coincide with numerous advertising promotions and extensive newspaper and magazine, radio and television publicity.

Report F.C.C.

(Continued from page 1)

approved substantially this compromise, though the policy statement may not be as strong as that desired by the industry.

Under the plan, each theatre TV carrier would have to apply for permission to use the frequencies, and the FCC would have to pass on each carrier.

Cinerama Holders

(Continued from page 1)

ner circuit into the operation and management of Cinerama theatres, in addition to S-W underwriting production, in return for financing.

It was reported here that Stanley Warner contemplates part of its financing of the Cinerama project through the First National Bank of Boston and that Serge Semenenko, senior vice-president of the Boston bank, has taken part in the negotiations.

Equipment Firm Formed

CINCINNATI, June 24.—The Strobble-Dodge Equipment Co. has been formed here for the manufacture of a 25-inch magazine which, the company says, can be used on equipment already in use. Principals in the new organization are Elstun Dodge, operator of the Elstun Theatre, and Edward Strobble, projectionist.

Pollack in Old Post

ROCHESTER, N. Y., June 24.—Lester Pollack, who had been filling the post of temporary manager at Loew's Warfield in San Francisco, has returned to his position here as manager of Loew's Theatre, a post he has held for many years.

'The Robe'

(Continued from page 1)

spective countries in Latin America. Skouras, who flew here and to the Coast from Paris last weekend, is scheduled to leave today for London to set plans for the CinemaScope debut at the Odeon Theatre next Monday.

Meanwhile, the process will be demonstrated at the Palace Theatre in Washington tomorrow and at the Albee in Cincinnati on Tuesday. The company also announced yesterday that it had received requests for 61 more installations, most of them in Ohio.

Senate Group OK's

(Continued from page 1)

Johnston, in urging the Committee to extend the program, also recommended deletion of this provision.

The MPAA has said that its plans for new foreign offices and enlarged foreign markets may hinge on extension of the trade agreements program and the effect this has on foreign trade policies of other countries.

Drive-in Unit

(Continued from page 1)

up state organizations as units of the over-all association. Ezell said he would arrange to meet with those owners as time permits.

Al Reynolds, vice-president and general manager of Ezell & Associates, will accompany Ezell to Memphis.

Wide-Screen for Goldwyn

HOLLYWOOD, June 24.—Wide-screen and stereophonic sound are being installed in the main projection room at the Samuel Goldwyn studios. Installation will be completed this week.

SIMPP Votes

(Continued from page 1)

blocked funds, obtain import permits, market independent product, and give independents in general greater freedom of operation.

Thirty-five members attended the meeting, which was held in the Beverly Hills Hotel.

Arnall and executive committee chairman Gunther Lessing will work on the formation of the association for the remainder of the week, with Arnall flying to his Atlanta headquarters this weekend, enroute to Washington.

52 Films Started

(Continued from page 1)

wide-screen Italo-American "Ulysses," which will be distributed in the United States by Paramount. Nineteen of the pictures are in color, including Italy's first in 3-D, "The Funniest Show on Earth."

Among the recently completed or still-in-production pictures "which will probably be seen in the United States within the next 18 months," in addition to "Ulysses," are: "Crossed Swords," with Errol Flynn and Gina Lollobrigida; Julien Duvivier's "The Return of Don Camillo," with Fernandel and Gino Cervi; "Life of Puccini," featuring Marta Toren; "We Women," an omnibus co-starring Ingrid Bergman, Anna Magnani, Isa Miranda and Alida Valli; Rossellini's "Trip to Italy" with Miss Bergman and George Sanders; "Destinies," with Claudette Colbert and Eleonora Rossi Drago, and the Renato Castellani version of "Romeo and Juliet."

JDA Meeting

(Continued from page 1)

\$5,000,000 necessary to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Noting that leading executives from all segments of the amusement industry will be present at today's meeting, German declared that "it is more imperative than ever that we support the effective AJC-ADL programs. In view of recent events both here and abroad, we must see to it that the agencies continue building better relations among people of all races, religions and places of national origin if we are to help protect our American democratic liberties."

German added that, following today's luncheon, he expected to be able to announce the definite date of a fall dinner that will be the springboard of the industry-wide JDA drive.

Ballantyne Orders

(Continued from page 1)

\$2,000,000 in orders represented actual contracts accompanied by \$1,000 deposits.

He said, "We are sticking to our original plan of filling contracts in the order in which we receive them."

Clear of 'Sunday' Charge

ATHENS, Tenn., June 24.—John Smith, manager of the Martin Theatre here, has been acquitted by a McMinn County jury of charges that he violated a state law by showing motion pictures on Sunday.

PRINCESS MEETS REPORTER ON A

Roman Holiday

WHAT WARNERS DID FOR THE INDUSTRY W EVERYTHING THAT EXHIBITORS SAID

LEONARD GOLDENSON, *President, United Paramount Theatres*—"Another big step forward for Warner Bros. and 3D. My sincere congratulations for a magnificent motion picture entertainment!"

JACK HARRIS, *Walter Reade Circuit*—"Best 3-D action picture delivered to date from any studio!"

JACK HATTAM, *Interboro Circuit*—"It's everything we hoped for—and more! A big story and outdoor spectacle as it never before has been seen!"

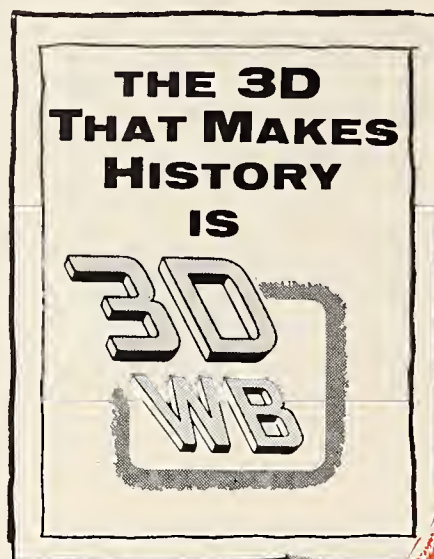
ED HYMAN, *Vice President, United Paramount Theatres*—"We're looking forward to 'House of Wax' business all over again! The WarnerPhonic Sound, the WarnerColor and everything about it is tremendous!"

MORTY LIGHTSTONE, *Island Circuit*—"Just what the box office ordered! A humdinger all the way!"

BOB O'DONNELL, *President Interstate Theatres*—"Thank you Warner Bros.! You have a smash hit if I ever saw one. 'The Charge at Feather River' will take up where your 'House of Wax' left off and keep record crowds charging to theatre boxoffices!"

SAM RINZLER, *Randforce Theatres*—"We wondered how Warner Bros. would follow through after 'House of Wax' and you followed through with a wonder! Congratulations on a tremendous attraction!"

LEON ROSENBLATT, *Rosenblatt Circuit*—"A real attraction to thrill the action fans, and it will be just as big for women too!"



"THE CHARGE AT FEATHER RIVER" STARRING GUY MADISON · FRANK LOVEJOY WITH HELEN WESTCOTT · VERA MILES · DICK WESSON · ONSLOW ST

TH 'HOUSE OF WAX'—WARNERS DO AGAIN! BEFORE—THEY'RE SAYING AGAIN!

THE CHARGE AT FEATHER RIVER

WARNERCOLOR!
AND!



FRED SCHWARTZ, *President, Century Circuit—*

It's everything an exhibitor and the public could ask for in excitement, beauty and quality. A real entertainment achievement that will do great business!"

SI FABIAN, *President Stanley Warner Theatres*

"The impact was overwhelming! It has bigness, beautiful WarnerColor and smash quality in every sense of the word! This is an achievement to make all of you very proud!"

SOL SCHWARTZ, *President RKO Theatres—*

"Congratulations for another splendid Warner Bros. achievement. When I saw 'House of Wax' I became convinced our industry was entering a new era of great business and great entertainment. 'The Charge at Feather River' is another showman's dream, with gripping story, thrilling action, WarnerPhonic Sound and the greatest outdoor photography I've ever seen!"

BOB SHAPIRO, *Executive Manager, N. Y.*

Paramount—"In my book it's another 'House of Wax'—and we have 6 record weeks we're counting on matching!"

I want to convey the thanks of all of us to the more than two hundred exhibitors who were so enthusiastic in their reception of "The Charge at Feather River" at our New York screening. As producers of "House of Wax" we had a high boxoffice standard to live up to.

We were determined to give motion picture patrons a 3D picture of real quality and it's a great feeling to know that our goal has been fully realized.

I again assure our exhibitor friends everywhere that this standard of quality will be steadfastly maintained in the vast program coming from Warner Bros. Studios.

Jack L. Warner



THIS PICTURE ALSO CAN BE EXHIBITED IN 3-D
ON WIDE OR GIANT SCREENS!

WRITTEN BY
NS • STEVE BRODIE • JAMES R. WEBB • MUSIC BY
MAX STEINER • PRODUCED BY
DAVID WEISBART • DIRECTED BY
GORDON DOUGLAS

Canadian Drive-in Boom Strong; 112 Open, 44 Planned

WASHINGTON, June 24.—The boom in drive-in theatre building is still going strong in Canada, according to Commerce Department film chief Nathan D. Golden.

In May, he said, there were 112 drive-ins operating in Canada, with a total car capacity of about 50,000. In addition, about 24 drive-ins were under construction and another 20 were planned for probable completion this year. In 1947, by way of contrast, there were only seven drive-ins in Canada, Golden stated.

Zoning restrictions and government regulations with respect to highway proximity are already causing problems for operators seeking sites in more populous areas, according to the report. Golden said that there are now 52 drive-ins in the province of Ontario, 17 in British Columbia, 16 in Saskatchewan, 12 in Alberta, with the other 15 located in Manitoba, New Brunswick, Nova Scotia and Prince Edward Island. Quebec and Newfoundland are still without drive-ins.

Services Today for Capt. Bonney Powell

WASHINGTON, June 24. — Funeral services will be held tomorrow for Navy Captain Bonney M. Powell, 49, one-time newsreel cameraman, producer and editor.

Powell had served as Paris editor and Far Eastern director of 20th-Fox Movietone News. During World War II he covered the Battle of Midway and other Pacific Fleet operations for the Navy and later edited the films, which were released to the public as "Fury in the Pacific." He was later in charge of motion picture production for the Navy at the Anacostia Naval Receiving Station, then assistant chief of the newsreel section in the Defense Department and chief of the still pictures section of the Navy. A son and daughter survive.

Sanitarium Honors Illinois Variety Club

CHICAGO, June 24.—The Variety Club of Illinois was presented a plaque by the La Ribida Jackson Park Sanitarium today at a luncheon held at the Congress Hotel in recognition of the club's contribution over the years of more than \$300,000 to the sanitarium. The plaque was presented to John Jones, chief barker of Variety Club of Illinois, by the vice-president of La Ribida.

Other film industry executives in attendance included John Balaban, Joe Bereson, James Coston, William K. Holland, Irving Mack, Nat Nathanson, Jack Rose, Edwin Silverman, Ralph Smith and Dave Wallerstein.

Zenith Booklet, Film Treats Phonevision

CHICAGO, June 24.—Zenith Radio Corporation has prepared a 14-page booklet titled "Zenith Presents Phonevision" for distribution to clubs, schools and other organizations throughout the country, together with its 15-minute film plugging Phonevision. Ideal Films handles the subject.

Claim 1st Drive-in 3-D for N.Y., N.J.

Walter Reade Theatres will be the first to bring 3-D to drive-ins in New York State and New Jersey, the circuit said here yesterday. "House of Wax" will be presented on Sunday at its Eatontown Drive-in in Eatontown, N. J. On the same day its 9W Drive-in in Kingston, N. Y., will start an engagement of "The Man in the Dark."

Screens have been repainted and projection light output increased for the showings.

Personnel Changes In Army Film Unit

WASHINGTON, June 24. — Three changes have been made in the Army and Air Force Motion Picture Service.

Harold L. Tabor, New York regional manager, is being transferred, effective Sunday, to the Atlanta office as regional manager. His position in New York will be filled by John T. Babbitt.

Richard D. Schmidt, Atlanta regional manager, will be transferred to the Washington office as regional manager, also effective Sunday.

Dilwyn L. Boyden has been named regional manager at San Francisco, effective about July 1. He will replace Michael W. Smith, who retired from the service.

New Managers for 20th Century-Fox

Robert Conn, formerly Des Moines branch manager for 20th Century-Fox, is the new Indianapolis head, replacing William Keith, who has returned to Dallas as a salesman. Dave Gold is named to the Des Moines branch managership. He previously was a sales assistant in the Kansas City exchange.

Personnel changes became effective Monday.

Two More Announce Three-Day Holiday

RKO Pictures and Warner Brothers are now included in the list of film companies closing on Friday, July 3, to give their employees a three-day Independence Day weekend. Warner's had previously decided on closing at 1:00 P.M. on July 3, but has reconsidered in favor of an all-day closing. It is understood that Republic has not yet decided on its holiday policy.

McElwaine Joins Dena

HOLLYWOOD, June 24.—Robert McElwaine, formerly studio publicity-advertising director for Samuel Goldwyn Productions, has joined Dena Productions at the Paramount studio as director of advertising-publicity for the current "Knock on Wood."

Bermeo Funeral Held

Funeral services were held yesterday for Philip Bermeo, 53, head of the local type-setting department of Filmack Trailer Co., who died here Sunday following a heart attack.

Associations Merge In Popcorn Industry

CHICAGO, June 24.—The popcorn industry, which has been split into various organizations, will be merged under one banner as the International Popcorn Association. The new group will absorb the memberships of the National Association of Popcorn Manufacturers and the Popcorn Processors Association. Motion picture exhibition is among the biggest customers of the popcorn industry.

Convention in October

Arrangements for the merger were completed at a meeting of popcorn industry leaders who were here to arrange for their annual convention and exhibit at the Conrad Hilton Hotel, scheduled for Oct. 11-14. The merger will become effective at that time.

Industry in Texas Aids Tornado Victims

DALLAS, June 24.—Kyle Rorex, executive director of the Texas Council of Motion Picture Organizations, has sent a check for \$18,001 to Mayor Ralph Wolf of Waco, in behalf of the theatres throughout Texas which recently participated in special benefit midnight shows for the Waco-San Angelo Disaster Relief Fund.

More than \$30,000 has been turned over by the Texas industry to the two tornado stricken cities.

An additional \$2,597 has been disbursed to the Waco Relief Fund by Rowley United Theatres, and another \$2,989 was sent to the San Angelo Relief Fund by the same circuit.

ABPC Reports Net Of \$1,394,615

LONDON, June 24.—Associated British Pictures Co. today reported group trading profit of £2,067,776 (\$5,789,778) for the past fiscal year, which compares with £2,340,775 for the preceding year. Net profit after providing for all charges was £498,077 (\$1,394,615), compared with a net of £529,341 in the preceding year.

The company declared a 12½ per cent dividend on the ordinary stock which, with previous interim dividends, makes 20 per cent for the year, equalling the dividend payments for the preceding year.

Five United Artists Releases in August

Five productions, headed by S. P. Eagle's color in Technicolor musical, "Melba," will be released in August by United Artists, it was announced by William J. Heineman, distribution vice-president. "Melba" will be released on Aug. 7, followed by "Captain Scarlett," Technicolor, on Aug. 12; "I, the Jury," on Aug. 14; "The Gay Adventure," on Aug. 21, and "War Paint," on Aug. 28.

'Desire' Premiere Today

NASHVILLE, June 24.—"All I Desire," Universal-International, will have its world premiere at the Tennessee Theatre here tomorrow followed by a premiere at the Fox Theatre in Atlanta Friday to launch a series of territorial openings of the picture.

Eight U.S. Firms Face Mexico Strike Over Pay Demands

MEXICO CITY, June 24. — Eight U. S. companies operating in Mexico—20th-Fox, Paramount, M-G-M, Columbia, Universal-International, RKO Radio, Eagle-Lion and Republic—face a strike on Aug. 1 unless by July 31 they withdraw counter demands they made upon the National Cinematographic Industry Workers Union (STIC) which, long in advance of the bi-annual collective labor contract revising in September, demanded a 50 per cent pay hike, which it suddenly reduced to 10 per cent.

The Americans flatly rejected the wage increase demand. They were seconded in that by Mexican distributors, of whom STIC is demanding a 12 per cent pay hike. The Americans also demand that their unionized workers punch time clocks; that any unionist quitting before official quitting time be penalized; that cashiers and program arrangers be removed from the union and classified as confidential employees—so, the Americans explain—to assure more harmony between the U. S. companies and STIC—and that office hours be from 9:00 A.M. to 1:00 P.M. and from 3:00 to 7:00 P.M. instead of a straight shift, as now, from 9:00 A.M. to 3 P.M.

STIC particularly objects to the proposition of two four-hour shifts, despite the two-hour lunch allowance, contending that all government and most private offices here work the straight shift.

RKO Plans 12 More This Year in Color

HOLLYWOOD, June 24.—RKO Radio will release a total of 12 productions, all in color, between now and the end of the year, James R. Grainger, RKO Radio president, stated yesterday following a series of conferences with C. J. Tevlin, vice-president in charge of studio operations, and other studio executives.

Grainger pointed out that in its greatly increased use of color, the studio has been utilizing both Technicolor and the new Eastman color.

Cohen Branch Head For WB in Montreal

Archie Cohen, Warner salesman in Montreal, has been promoted to the post of branch manager in that city by Ben Kalmenson, Warner vice-president in charge of distribution.

Cohen replaces Gratton Kiely, who resigned.

RKO's 25th Drive Ends

The 25th anniversary sales drive of RKO Radio will come to a close on Saturday. The drive began on March 6, and was dedicated to James R. Grainger, company president.

PECK & HEPBURN MAKE HISTORY

in
Roman Holiday

Cinerama Deal Wins Okay of Stockholders

Authorizes Directors To Execute Agreement

Cinerama Productions stockholders authorized the conclusion of the proposed deal with Stanley Warner at a special meeting held here yesterday. The authorization, it was explained, allows the Cinerama Productions board of directors to execute the agreement, now being prepared for signing.

The deal, which is subject to the approval of the Department of Justice, calls upon Stanley Warner, through a wholly-owned subsidiary to assume operation of present and projected Cinerama theatres as well as finance the production of future Cinerama features.

The agreement, it was learned, will not be put into effect until approval is gained from the Justice Department. Pending such approval, if no further hitches develop before signing, Stanley

(Continued on page 3)

Goal for JDA Is \$100,000

A goal of \$100,000 was set yesterday by the amusements division of the Joint Defense Appeal at a luncheon in the Hotel Astor here. William German, chairman of the JDA division, presided.

The industry-wide drive will get under way at a dinner in October at which a prominent industry personality will be the guest of honor.

Chairmen for the individual companies were announced at the luncheon

(Continued on page 3)

Seadler in 'Pep' Talk At Comerford Meet

SCRANTON, Pa., June 25.—Managers of the Comerford circuit were urged to be "optimistic managers" here today by Silas F. Seadler, director of M-G-M advertising. Speaking at the circuit managers' convention, Seadler advised his listeners to curb talk of a "sick industry" and to point up the

(Continued on page 3)

Three Ohio 'Trust' Suits Seek an End to Clearance

CLEVELAND, June 25.—Seymour Simon and his associate attorney, Morton Barrisch, today briefed press representatives on three anti-trust suits filed in this district against all major distributors seeking total elimination of clearances in all cases and, in the case of the State Theatre in Uhrichville vs. distributors, involving Shea's New Philadelphia theatre as a co-conspirator, additionally seeking \$390,000 damages, attorneys fees and costs.

Special Promotion For Future RKO Films: Boasberg

HOLLYWOOD, June 25.—A program of specialized merchandising for all forthcoming RKO Radio pictures, with an integrated campaign between the sales organization and the advertising, publicity and exploitation departments, was outlined yesterday by Charles Boasberg, general sales manager.

"RKO has been conducting two of the most successful 'showman-dising' campaigns in the history of the industry on 'Hans Christian Andersen' and 'Peter Pan,'" Boasberg stated. "The tremendous grosses on these two attractions have proved that the full market value of any motion picture can only be realized when highly intensified and specialized selling is applied."

Boasberg pointed out that the lat-

(Continued on page 4)



Charles Boasberg

The plaintive claims the 14-day clearance granted Shea's New Philadelphia theatre over Uhrichville is a violation of the anti-trust laws and an attempt at monopoly by conspiracy to stifle competition.

Another plaintiff, the Galion Theatre, of Galion, owned by independent Cleveland interests, seeks reasonable film rental and the elimination of a seven-day clearance currently granted a first run in Mansfield by all distributors except Fox.

Both the Galion and Uhrichville

(Continued on page 4)

Sullivan May Join Int'l Drive-in Unit

DALLAS, June 25.—The services of Gael Sullivan, former executive director of the Theatre Owners of America, are currently being negotiated for by the International Drive-in Theatre Owners Association, Claude Ezell, founder of the organization, disclosed here.

If negotiations are successful, Sullivan's first assignment will be to work directly with the automobile manu-

(Continued on page 3)

'Gentlemen Prefer Blondes'

[20th Century-Fox]

SUPERLATIVES such as colossal, tremendous, gigantic, etc., can be taken out of moth-balls and dusted off for the promotion of "Gentlemen Prefer Blondes." On the other hand, this may be one picture that will not require a great deal of personal effort to sell. Your opening day patrons are likely to go out and shout its praises from the housetops. "Call Me Madam" was hailed as a great musical; with all due respect to that hilarious 20th-Fox opus, "Blondes" is even more hilarious, more colorful and "more of the mostest."

No better choice could have been made than Jane Russell and Marilyn Monroe for the top roles. Here is a natural pair, tailor-made for the parts. Miss Russell's thespian talent has been recognized for a long time. But Miss Monroe is the big surprise. A Lorelei Lee, she packs a terrific punch as the gold-digging, diamond-loving chorine, now so well known from Anita Loos' book, the play and the stage musical. With two such dynamic personalities to deal with, it took skill on the

(Continued on page 2)

Balaban Finds 'Compatibility' Stress Abroad

Says New Advances Here Engender Optimism

By MURRAY HOROWITZ

Exhibitors abroad are enthusiastic for a "compatible" wide-screen and stereophonic sound system, Barney Balaban, president of



Barney Balaban

Paramount Pictures, reported here yesterday on his return from a 10-day visit to Europe, which took him to England, France and Italy.

He said there was a feeling of optimism abroad, engendered in part, by the new technological developments in the U. S. The "compatibility" of product for wide-

(Continued on page 3)

FCC to Pass on Applications

WASHINGTON, June 25.—The Federal Communications Commission declared today that common carriers transmitting only theatre television programs should be permitted to use the frequencies currently allocated to other common carriers.

An FCC order on the question, however, also stated that the Commission will pass separately on the merits of each application it receives for "authority to use common carrier fre-

(Continued on page 4)

Executives on Visit To Rogers Hospital

About 50 industry executives, including members of the board of the Variety Clubs-Will Rogers Memorial Hospital, and trade press representatives, left here last night by special train for Saranac, N. Y., on an inspection visit to the hospital today, to be followed by a weekend at Her-

(Continued on page 3)

Personal Mention

WALT DISNEY and Roy Disney will arrive in New York from Hollywood over the weekend. The former is en route to Scotland.

EDWARD P. CURTIS, vice-president of Eastman Kodak, was elected to the board of governors of the American Red Cross at its national convention in Washington.

BUD ABBOTT will sail today for Europe aboard the *S.S. United States*. He will be accompanied by his wife and daughter.

MRS. HUNTER KENNEDY, business manager of the Town Theatre, Columbia, S. C., is recuperating following recent hospitalization.

JAMES C. PETRILLO, president of the American Federation of Musicians, will leave today for Europe on the *S.S. United States*.

SAM ISRAEL, Universal-International studio publicity director, will arrive in New York from Hollywood over the weekend.

VICTOR SAVILE, producer, will arrive in New York from Hollywood today.

JOHNNY GREEN, M-G-M studio musical director, has returned to Hollywood from the East.

ROBERT HAGIAG, producer, will arrive here today from Hollywood.

Complete Arguments On Hillside Dismissal

Arguments on a motion to dismiss the Hillside, N. J., price-discrimination suit against the major companies were completed here yesterday before Federal Judge Sidney Sugarman. After a few exhibits are entered as evidence on Monday, Judge Sugarman is expected to announce his decision on the motion.

Alleged discrimination of film rentals detrimental to the Mayfair Theatre in Hillside is the charge brought by Jack Unger, owner of the theatre. The defendants moved for a dismissal early this week.

The trial has been in progress about eight weeks.

Boston Seeks Ruling On Drive-in Theatres

BOSTON, June 25.—The Boston City Council has requested the city corporation counsel to "immediately render" an opinion on the right of the Street Commission to issue permits for open-air theatres.

The resolution on which the counsel has been asked to pass is one which has been in committee since April, 1950, and was inspired at that time by the issuance of two permits for the construction of drive-in theatres which were given in 1949.

'Gentlemen Prefer Blondes'

(Continued from page 1)

part of director Howard Hawks to keep the one from over-shadowing the other. It is a case of co-starring in the truest sense.

From the opening shot to the fadeout, it is an hour-and-a-half of solid entertainment. There is hardly a serious moment in the entire footage. In the story-line sequences, almost every piece of dialogue is a laugh-provoker. And the choreography, staged by Jack Cole for the production numbers, has been handled with finesse and colorful skill.

Miss Russell and Miss Monroe have been surrounded with a supporting cast of exceptional merit. Charles Coburn, who is given co-star billing, turns in his usual polished performance. Elliott Reid and Tommy Noonan, as the male romantic interests for the feminine stars, give capable portrayals.

When Noonan, Marilyn's shy but wealthy boy friend, is unable to take her to Europe to be married, her pal, Jane, goes in his place, in order not to waste the ticket. Jane is sort of a chaperone at Noonan's request, but she resents being chaperoned herself. She falls in love with Reid, not knowing that he has been hired by Noonan's father, played by Taylor Holmes, to spy on Marilyn and report on her shipboard conduct. Marilyn has combed the passenger list for the names of wealthy men and finally is on the border-line of a romance with diamond-mine-owner Charles Coburn, who gives her a diamond tiara belonging to his wife. That undiplomatic gesture is a factor which later gets everybody into trouble when Marilyn is accused of stealing the priceless gems. After various complications, Marilyn wins Noonan over his father's objections and Jane gets her man—Reid, despite the fact that she resented his duplicity in posing as a playboy when, in reality, he is a detective.

THE shipboard scenes offer perfect locales for gay song-and-dance routines. All of the melodies, supplied by Jules Stein, Leo Robin, Hoagy Carmichael and Harold Adamson, are catchy, but the familiar "Diamonds Are A Girl's Best Friend" perhaps will linger longer in the minds of the spectators.

Produced in color by Technicolor by Sol C. Siegel, the screenplay by Charles Lederer was based on the musical comedy by Joseph Fields and Anita Loos and presented on the stage by Herman Levin and Oliver Smith. Special credit also should go to Lyle Wheeler and Joseph Wright for their art direction, to Lionel Newman for his music direction and to the set decorations by Claude Carpenter. In fact, everybody who had anything to do with the production deserves a pat on the back.

Others in the supporting cast are George Winslow, Marcel Dalio, Norma Varden, Howard Wendell and Steve Garay.

Running time, 91 minutes. General audience classification. For August release.

AL STEEN

Grant Sol Schwartz Wilcox Delays His Return to England

Options for 25,000 shares of RKO Theatres stock were granted to Sol A. Schwartz, president, in accordance with the stock option plan approved by the recent annual meeting, it was disclosed here yesterday by the company.

In addition, it was reported nine other officers and 22 additional key employees were granted options, aggregating 122,500 shares. The price at which the options were granted was 95 per cent of the mean of the high and low sales price of the common stock on the New York Stock Exchange on May 21, 1953, or \$3.98 per share, it was stated. There are 27,500 shares for which options may be granted by the stock option committee, it was added, at a future time, in accordance with the terms of the plan.

Report 'Caesar' Take Is \$20,000 Weekly

"Julius Caesar," which finished its third week at New York's Booth Theatre last night, is reported to have been averaging \$20,000 a week since it opened. Advance sales for the next few weeks are said to be excellent.

No out-of-town openings have been set, but are expected to be shortly.

British producer Herbert Wilcox has delayed his scheduled weekend return to London until Monday in order to complete discussions of the exploitation campaign on "The Beggar's Opera" which Warner Brothers has scheduled for release here in mid-summer.

Wilcox, who arrived in New York from England on Tuesday, also conferred with Herbert J. Yates, Republic president, on their joint production program. Wilcox said yesterday that the talks were exploratory with no conclusions drawn, but he indicated that he might have an "important announcement" to make before he leaves on Monday.

Chicago Debut Today For 'Sioux Uprising'

CHICAGO, June 25.—"The Great Sioux Uprising," Universal-International feature with color in Technicolor, will have its world premiere tomorrow at the Chicago Theatre here.

Jeff Chandler, who stars in the picture, and a group of Indians who have been engaged in promotional work for the film, will attend tomorrow's opening.

Major Heads to See Magna Next Week

Private screenings of the Magna wide-screen process will be held in Buffalo next week for executives of major film companies. The screenings, it was said, will be on an invitational basis. Some independent producers also may get bids to view the showings.

Purpose of the demonstrations is said to be to acquaint the executives with the 65mm. system and to interest them in its possibilities for future production. The showings will be held at Buffalo's Regent Theatre where a curved screen 65-by-25 feet has been installed.

As previously revealed by Joseph M. Schenck, chairman of the board of Magna Theatre Corp., outside independent producers utilizing the Magna process will be allowed to release through distribution companies other than Magna.

Reunion of 'POW's' At 'Stalag' Showing

The added touch of serving as a reunion for American "G.I.'s" who were prisoners of the Germans in the Stalag 17 compound during World War II, will mark the Air Force Association benefit world premiere of Paramount's "Stalag 17" at the Astor Theatre here Tuesday evening.

The AFA, Paramount and the theatre have reserved at the premiere places of honor for ex-POW's from Stalag 17. Stars of screen, stage, television and radio, as well as military, national, state and city officials will be among the audience at the premiere, the proceeds of which will go to the AFA's program to aid Air Force widows and their children.

Delay RKO 3-D Show

RKO Radio's first 3-D film, "Second Chance," will be shown to industry executives, magazine editors, and representatives of the trade and news press, syndicates and radio and TV stations at the RKO 86th Street Theatre here on July 8 instead of July 1, as originally announced.

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PARAMOUNT

Midnight Feature

in person
DON CORNELL
FRANK FONTAINE
5 DE MARCO SISTERS
and **BOBBY BYRNE**
and His Orch

Balaban Finds

(Continued from page 1)

screen projection is claimed by Paramount in its 1 to 1.66 aspect ratio and recently it urged the industry-wide adoption of its five-track stereophonic sound system.

Balaban, who interrupted his previous European tour to attend the recent Paramount annual stockholders meeting here, said that business in the European market is good, barring exchange restrictions. He said there was considerable interest expressed abroad in pay-as-you-see television, adding that Europeans have accepted the principle of paying for selected radio programs. However, he said he did not discuss any deals concerning Telemeter, subscription television system partially owned by Paramount.

Balaban also said he found enthusiasm for the recent demonstration of the Chromatic color tube, which was utilized in conjunction with the recent Coronation ceremonies in England. Paramount owns a partial interest, too, in Chromatic Laboratories, Inc., which developed the tri-color television tube.

While abroad, Balaban said that no new co-production deals were initiated by him.

Seadler 'Pep' Talk

(Continued from page 1)

fact that film companies would not be spending millions of dollars on production if they did not have confidence in the future. He suggested that managers watch the trade press for upbeat items so that they might be prepared for constructive talks at Rotary Clubs and other places where businessmen gather.

Seadler reported on a survey conducted by Woodbury College in Los Angeles dealing with television's impact on the public's daily habits. This test of more than 3,000 TV set owners in Los Angeles, San Francisco, Salt Lake City and Ames, Ia., showed that 15 per cent of those interested were attending motion picture theatres more frequently than a year ago because of "better movies and poorer TV programs," Seadler said. He contended that this condition was nationwide and that film companies were prepared for this new business with a greater line of attractions.

Seadler predicted that this summer would top last summer's business. He stressed the importance of the local theatre as the hub of a town's business pattern, urging theatre managers to show local merchants how lighted windows attract people on their way to theatres.

'Stars' at Little Carnegie

"Night Without Stars," RKO Radio release, has been booked into the Little Carnegie here, to open about the middle of July. It is a Europa Film, presented by J. Arthur Rank, produced by Hugh Stewart and directed by Anthony Pelissier.

RCA, NBC Ask FCC to Okay Color Video System

WASHINGTON, June 25.—The Radio Corp. of America and National Broadcasting Co. asked the Federal Communications Commission today to approve their compatible color television system.

They said the system was based on standards worked out and approved by the all-industry committee and met all FCC standards for a compatible color system.

A compatible system is one where color signals can be received on color sets but also in black-and-white on existing black-and-white sets. The FCC has approved a non-compatible color system sponsored by the Columbia Broadcasting System. Under this system, the color signals cannot be received on existing sets, even in black-and-white.

NBC and RCA told the Commission that the presently approved CBS standards were "sterile and their continuance is not in the public interest."

If the FCC should approve the new RCA-NBC standards by the end of summer, the petition declared, color broadcasting will be in effect by early 1954. The FCC was told that RCA would expedite production of color receivers, tubes and other receiving

and broadcasting equipment, and that NBC would undertake early color broadcasting. Forty-one TV stations affiliated with NBC have agreed to carry color broadcasts, it was stated.

The Commission must now decide whether to hold hearings on the RCA-NBC petition. RCA and some Congressmen have been suggesting that the new standards be approved without any new hearings, but FCC officials have so far indicated their desire to hold hearings.

RCA said early color sets might cost as much as \$800 to \$1,000, but that the price would come down as companies got into mass production.

David Sarnoff, RCA chairman, said that NBC and RCA are prepared to spend as much as \$15,000,000 during color TV's first year "to establish this service on a solid foundation."

Hospital Visit

(Continued from page 1)

man Robbins' Al-Bur-Norm lodge at nearby Schroon Lake.

Following breakfast at the hospital and inspection of new facilities there the group will have luncheon with hospital officials and attend the unveiling of the Harold Rodner memorial plaque at the hospital. In mid-afternoon the group will leave for Al-Bur-Norm, where a meeting of the Will Rogers Memorial Hospital board of directors will be held tomorrow morning. The return trip will start Sunday afternoon, putting the group back in New York that evening.

Abe Montague, president of the Hospital, and Allan, Burton and Norman Robbins are in charge of the weekend hegira.

Starr, Cole to Talk To Mississippi T.O.

NEW ORLEANS, June 25. — Alfred Starr, president of the Theatre Owners of America will be among the guest speakers at the Mississippi Theatre Owners three-day annual convention to be held at the Edgewater Gulf Hotel at Edgewater Park, Miss., June 28-30. He will speak at Monday's luncheon. Others scheduled to address the assembly are Col. H. A. Cole, at Monday afternoon's business session, reporting on late developments on repeal of the Federal Tax, and Bob Hoff of the Ballantyne Co., who will speak at Tuesday's luncheon.

Unlike other years, previews are slated, of United Artists' "Return to Paradise" and "The Moon Is Blue"; U-I's "Thunderbay," and Paramount's "Sangaree."

Mattutat Services Today

Funeral services will be held here today at the Universal Chapel for Mrs. Elsa Mattutat, sister of Gus H. Fausel, production manager of Quigley Publishing Co.

JDA Goal

(Continued from page 1)

yesterday. They are Morey Goldstein, Allied Artists; Leo Jaffe, Columbia; Leopold Friedman, Loew's; Arthur De Bra, MPAA; William Brenner, National Screen Service; Arthur Israel, Paramount; Charles Boasberg, RKO Pictures; James O'Gara, Republic; Harry Goldberg, Stanley Warner; Al Lichtman, 20th Century-Fox; Max Youngstein, United Artists; A. W. Schwalberg, Paramount; Leon Goldberg and Adolph Schimel, Universal; Samuel Schneider, Warner Brothers; Harry Mandel, RKO Theatres; Emanuel Frisch, exhibitor organizations, and Martin Quigley, trade press.

Sullivan May Join

(Continued from page 1)

facturers for the purpose of eliminating tinted windshields, and to develop a cooperative campaign to institutionalize the value and necessity of the drive-in theatre and the automobile to the American public.

Four AA Executives To Meet Clark Here

Four executives of Allied Artists are enroute by train to New York from Hollywood for conferences with Robert Clark, managing director of Associated British Pictures Corp., London, in charge of production, and his executive assistant, H. G. Inglis. They will formulate final production plans for "The Black Prince," to be produced jointly in England, with color in Technicolor.

Allied Artists officials to take part in the conferences are Steve Broidy, president; Harold Mirisch, vice-president; Walter Mirisch, executive producer, and Allen Wood, production manager.

Cinerama

(Continued from page 1)

Warner will limit its participation in Cinerama operations to the extent of exhibiting Cinerama in Stanley Warner theatres only. It was pointed out that this would bar Stanley Warner from opening Cinerama theatres in other situations and would delay production during the interim period, while waiting for the green light from the Justice Department.

Over 890,000 out of 984,000 shares outstanding approved the deal, according to a Cinerama spokesman, granting management the necessary two-thirds vote required in a deal of this kind which calls for the transfer of assets to a new corporation. The spokesman added that there were no dissenting votes.

No Stock to Change Hands

Under the deal, it was stated, no stock in Cinerama Productions Corp., a closed corporation, will change hands, but the Stanley Warner Corp. will buy the 700,000 shares of Cinerama, Inc., now owned by Cinerama Productions. A spokesman for Cinerama Productions declined to state how much will be paid for the stock, but said the sum will be "something over our cost." The stock is selling at about three dollars currently.

Verbal agreement on major terms, it was stated, was reached late Monday. The draft of the contract is currently being worked on and a Cinerama Productions spokesman stated that it should be ready for signature in about 10 days, even sooner.

Regarding the allotment of box-office receipts, the deal allows the Stanley Warner Corp. to receive the larger portion of the receipts until costs are recouped, with the theatre circuit, through its subsidiary, and Cinerama Productions thereafter sharing equally in proceeds from the exhibition of Cinerama films. Up to 26 additional theatres will be equipped for Cinerama in the near future under the terms of the agreement, with a goal of 50 ultimately planned throughout the world, it was stated.

World-wide Cinerama exhibition rights until 1959 are granted to Stanley Warner under the proposed agreement, it was stated. The provisions dealing with production rights and obligations, it was indicated, still have to be ironed out in the agreement. However, it was stated that Stanley Warner obligated itself to produce at least two Cinerama features, the stories for which must be approved both by Cinerama Productions and Stanley Warner and must meet a minimum cost requirement of \$1,000,000 each.

Silent Regarding Personnel

There was no announcement of what would happen to key personnel of Cinerama Productions once the deal is consummated, but it was indicated that many, both here and on the Coast, may be absorbed in the projected subsidiary company.

See CinemaScope Show

L. D. Netter, Jr., Altec general sales manager, and E. O. Wilschke, operating manager, will attend the CinemaScope demonstration at Loew's Palace in Washington today.

24 ROMANTIC HOURS MAKE ONE

Roman Holiday

Guests at World Premiere of 'Melba'



FIFTEEN HUNDRED celebrities and others attended Wednesday night's gala world premiere of "Melba," S. P. Eagle's wide-screen, stereophonic-sound with color in Technicolor musical starring Patrice Munsel at the Capitol Theatre here for the

benefit of United Cerebral Palsy of New York City, Inc. Among those present at the opening of the United Artists release were (left-to-right): Leonard Goldenson, president of AB-UP and of United Cerebral Palsy of this city, and Mrs. Goldenson; Tex and

Jinx McCrary. Second photo: Producer Eagle receiving "Parents' Magazine" award from Philip Wilcox. Miss Munsel (left) and Jane Pickens look on; Art Ford is m.c. Third photo: Actress Judy Braun, Arthur Krim, president of UA, and Mr. and Mrs. Louis Nizer.

FCC to Scan

(Continued from page 1)

quencies to render solely a theatre television service."

Industry theatre television spokesmen said it would probably be some time before any application to set up a theatre television common carrier is sent to the commission.

Today's FCC order, which declared the theatre television hearings officially closed, by-passed the industry's request for an FCC policy statement asking other common carriers to cooperate in the resolution of frequency conflicts and to provide inter-connection facilities where necessary.

"In reaching the conclusion that theatre television should operate as a common carrier on frequencies presently allocated for such services," the FCC said, "we of course, expect that there will be cooperation among common carriers in resolving frequency conflicts."

Petitions Suggested

If frequency conflicts and inter-connection questions should come up, the Commission went on, they may be more appropriately resolved "if and when they might arise upon specific petitions."

The FCC report recognized theatre television "as an existing service which will continue to expand or not, depending upon public acceptance and support thereof."

The FCC report did not pass upon the adequacy of existing common carriers to transmit theatre television programs. "If the proponents of theatre television feel that existing common carriers cannot supply them with the

Paramount Circuit Sues F&M on Coast

HOLLYWOOD, June 25.—Paramount Theatres Corp. has filed in Superior Court a suit against Partmar Corp. and Fanchon & Marco Corp. seeking \$140,000 on the grounds that the latter corporation breached its lease contract on the downtown Paramount Theatre by failing to maintain proper conditions during its 10-year tenancy and failed to make proper accounting of profits under the contract terms, which provided for 50-50 operation. The defendants operated the house from December of 1942 until March of 1952.

service they desire," the FCC said, "they are free to take the necessary steps to establish a separate carrier to supply such a service or to require existing carriers to render a reasonable service."

The Commission said that in passing upon applications for special theatre television common carriers, it would consider, among other points, whether the limited use proposed constitutes an efficient, economical and otherwise sound utilization of radio frequencies; whether service on such a limited basis to users will be adequate, efficient and rendered at reasonable cost; public need and demand for the service; whether existing radio and wire facilities are adequate to meet the public demand and whether the public will benefit.

Commissioner Doerfer did not participate. Commissioner Hennock dissented, saying that the FCC had opened up the common carrier frequencies to a limited theatre television common carrier "by a process akin to default." She also maintained that the theatre television hearings should be completed by "requiring the theatre television proponents to establish affirmatively public interest justification for the service."

Future RKO Films

(Continued from page 1)

est attraction currently receiving the all-out treatment is "Mighty Joe Young." A TV saturation promotional campaign has been set throughout the Cleveland, Cincinnati, Indianapolis and Detroit areas, to build up public interest in behalf of over 250 theatres which will open "Mighty Joe" on July 15. Other areas will be similarly handled through summer.

To launch RKO Radio's first three-dimensional feature, Boasberg announced that this Edmund Grainger production, "Second Chance," will be given trade and press previews in first-run theatres of every exchange center starting the first week in July.

Boasberg is enthusiastic over the possibilities of greatly improved theatre attendance during the summer. "With 3-D just getting into its stride," he said, "plus the added advantage of wide-screen projection, we have finally given the public a terrific jolt out of its lethargy. The stimulus which has so far manifested itself in many amazing box-office grosses from Coast to Coast, will grow stronger. Hollywood is entering a new era of success."

FCC Approves Tests For Home TV Color

WASHINGTON, June 25.—The Federal Communications Commission has authorized the National Television System Committee to try out its new compatible color system on home set-owners.

The Commission stated it was not approving the system, but merely authorizing some home telecasting to get viewers' reactions. The showings, which will be on the NBC network, can start immediately and continue through July 31, and can be held during regular broadcasting hours but only on non-commercial sustaining shows.

The new system, which the all-industry committee has been developing, will show up on existing black-and-white sets in black-and-white, even though broadcast in color.

Ohio Suits

(Continued from page 1)

suits have been filed in Cleveland Federal court.

In Toledo federal court, the Capitol Theatre, Delthos, is plaintiff against all distributors except Fox and Columbia and seeks elimination of a three-day clearance granted by alleged conspiracy to the Lima first-run Warner circuit house.

Simon points out that theatres operate successfully without clearance. He also contends that if Fox and Columbia can get along without demanding clearance in Lima so can other distributors, unless influenced by circuits' buying power.

The first round in these suits was won by Simon in Toledo federal court last Tuesday when Judge Kloebe ruled in the Delthos case that the defendant must produce subpoenaed documents relating to towns other than those involved in the suit, the object being for the plaintiff attorneys to establish a concerted distributor policy.

Depositions are being taken from Cleveland branch managers. Simon anticipates it will take a month to complete these hearings.

Subpoena Eight in Suit Against Hughes

LOS ANGELES, June 25.—The Los Angeles County Clerk today ordered the issuance of subpoenas for eight individuals formerly connected with RKO to make depositions for use in a trial being brought in Nevada by minority stockholders against Howard Hughes and others.

The suit, brought by Ely and Marion Castleman and Louis Fuerman, charges Hughes with negligence, collusion and other faults in connection with RKO during the negotiations for the sale of his stock to a Chicago syndicate.

Subpoenas were issued for Dore Schary, N. Peter Rathvon, Jerry Wald, Norman Krasna, Sid Rogell, Sam Bischoff, Frank Ross and Jack Skirball.

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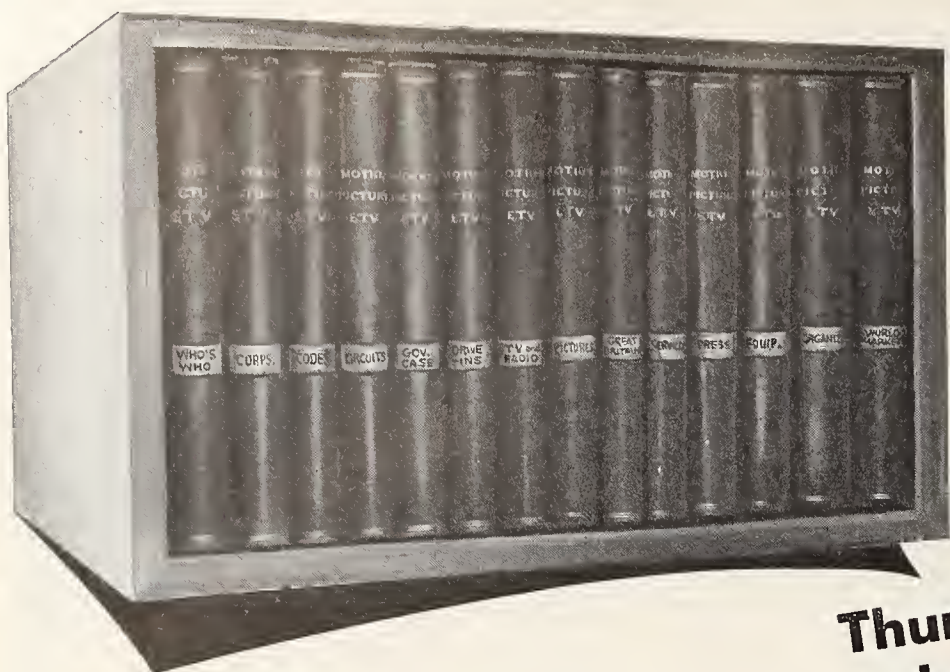
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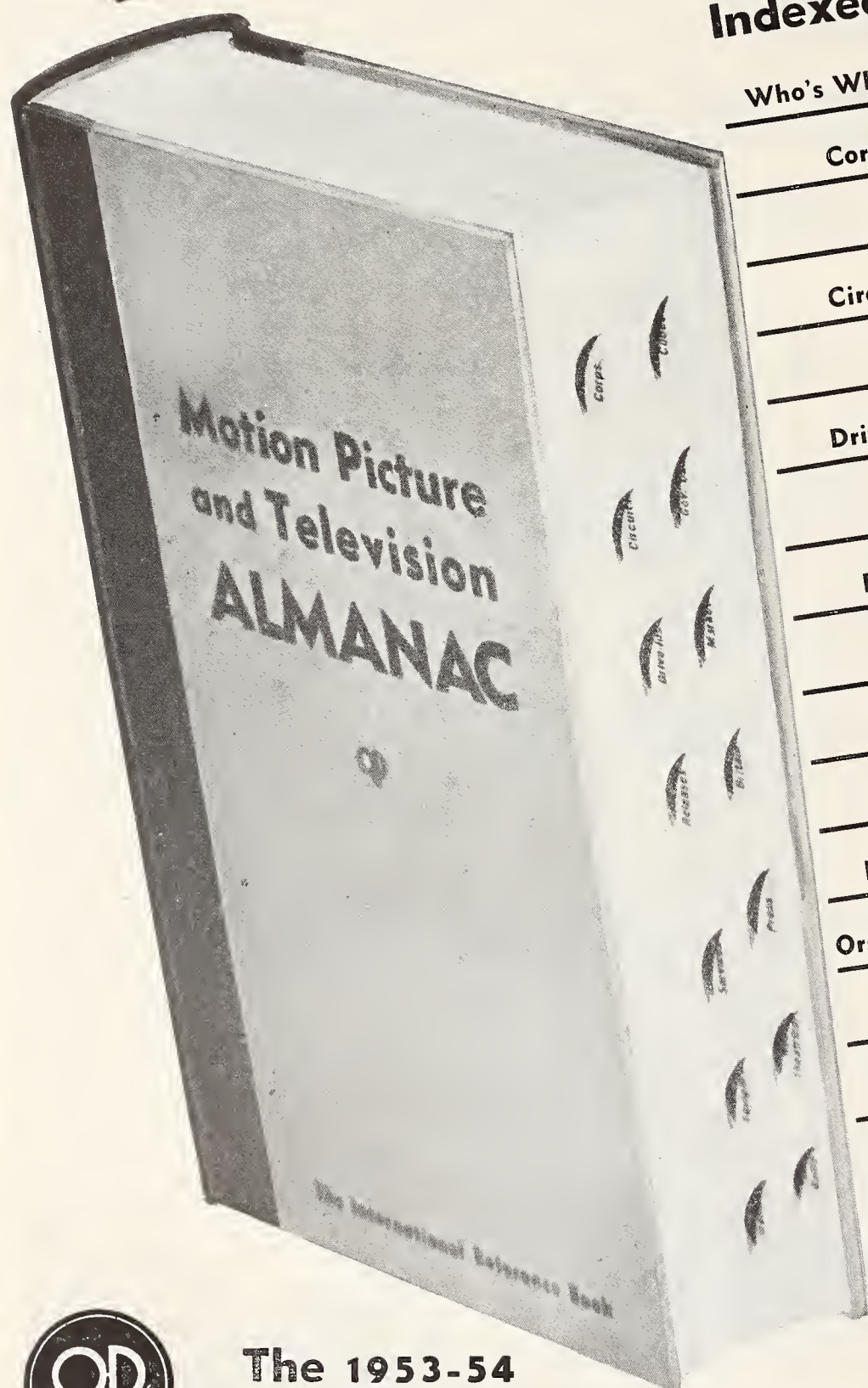
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Tradewise...

By SHERWIN KANE

BRITISH exhibitors last week lost their fight for admission tax relief despite the fact that they had the support of representatives of all parties in Commons, had waged a determined campaign and, there as here, had presented facts which proved their right to relief.

The obstacle they could not overcome was the opposition of Britain's Conservative Government which, as J. Arthur Rank had pointed out a few days before to the annual convention of the Cinematograph Exhibitors Association, had supported their pleas for tax relief before the Conservative Government came to power two years ago.

No concessions were granted, even, to the smallest theatres, on whose plight the British industry's campaign had put particular emphasis.

The ticket tax situation here at home, though still not hopeless, at least insofar as some relief is concerned, is similar in some respects to that in Britain. The American theatres' need for elimination of the tax has been demonstrated. Powerful support for the Mason Bill has been pledged. The Administration in Washington campaigned last year on a platform of, among other things, lower taxes and fewer of them. The Korean situation, which called a halt to the industry's last effort at elimination of the tax, is on the way to being resolved.

But the Administration stands opposed to any change in the tax laws this year and calls only for a review of the most onerous Federal taxes next year.

It could not be more clearly demonstrated that once a tax is levied, a government—any government—will do its utmost to retain it.

THE recent annual report of Eric Johnston, president of the Motion Picture Association of America, disclosed again the great need

(Continued on page 2)

Einfeld Sees Top Promotional Ad Budget for 'Robe'

What was described as "the highest promotional budget in 20th Century-Fox's history will be expended on 'The Robe' and CinemaScope," Charles Einfeld, vice-president, disclosed here at the weekend, following his return from the studio where the picture was screened.

Einfeld, who will meet with home office executives this week to discuss campaign plans for "The Robe" and CinemaScope, will base his promotional program on talks held with Spyros P.

(Continued on page 8)



Charles Einfeld

Salesmen to Discuss Pact Week of July 6

The bargaining committee of the Colosseum of Motion Picture Salesmen will meet in White Sulphur Springs, W. Va., during the week of July 6, the sessions having been originally scheduled for last Tuesday. Inability to get the full com-

(Continued on page 8)

Norling Has New Single Film 3-Dimension System

A single film 3-D projection system "requiring about one-third or less the light requirement of single film systems utilizing beam splitting devices" was disclosed at the weekend by its inventor, John A. Norling, to be available to the industry.

Norling, who is president of Loucks & Norling Studios, Inc., and a 3-D technician, said, "basic research has been completed, and no further invention is required to build a prototype of the new system which now requires only straightforward design and development to bring it into being."

Norling pointed out that all single film 3-D methods employing standard 35mm. film and having the same length as conventional 2-D pictures require a reduction in image size and increased illumination. He added that his system requires less reduction in image size than most beam-

Observers here are of the opinion that the bill will meet with little or no opposition on the floor. It will then go to the governor for his signature.

S-W Seeks Delay For Divestiture

Washington, June 28.—Stanley-Warner has asked the Justice Department for an extension of its July 4 divestiture deadline.

Justice officials said the circuit had asked for "an appreciable amount" of additional time to dispose of some two-dozen theatres which still remain to be sold under terms of the consent decree. The matter is under advisement, the Department said, with a decision necessarily coming late next week.

Industry Leaders Cited for Service To Rogers Hospital

By SHERWIN KANE

SCHROON LAKE, N. Y., June 28. — The Variety Clubs-Will Rogers Memorial Hospital staff at Saranac Lake, N. Y., presented plaques at a luncheon at the hospital on Friday to Sam Switow for his work as chairman of the exhibitor committee for the hospital's Christmas Salute campaign; to Charles Feldman as chairman of the distributor committee for the same campaign; to Gene Picker, who accepted for Joseph Vogel of Loew's Theatres for aid in placing coin boxes

(Continued on page 8)

Compo Calling Nationwide Tax Meetings

Sessions to Be Held In Exchange Cities

The Council of Motion Picture Organizations is sponsoring a series of exhibitor meetings this week and next in exchange cities for the purpose of keeping alive the efforts to remove the Federal admission tax. The meetings will be addressed by speakers who will make it plain "that the tax campaign leaders are confident that the Mason Bill, H. R. No. 157, will be adopted at this session of Congress," COMPO announces.

Exhibitors also will be asked to consider the feasibility of conducting collections among theatre audiences for the benefit of the civilian population of Korea, a request for such collections having been made by Dr. Milton Eisenhower, president of the American Korean Foundation.

Meetings will be held today in Cin-

(Continued on page 8)

Bar, Foley Planning International Firm

French producer Jacques Bar and George Foley, president of George F. Foley, Inc., TV and industrial film production company here, are planning to expand their joint activities into an international production company and, eventually, into a television

(Continued on page 8)

Corkery to Rio on Brazil Remittances

Robert J. Corkery, executive in the International Department of the MPAA, left New York at the weekend for Rio de Janeiro to attempt to clarify the position of American film distributors in Brazil's new approach to liquidating the indebtedness of all U. S. exporters under the U. S. Export Bank's \$300,000,000 loan to Brazil.

American film companies are reported to have some 10 to 15 million dollars blocked in Brazil.

(Continued on page 8)

Personal Mention

MONROE GREENTHAL, head of the advertising agency bearing his name, is the father of a son born Friday to **MRS. GREENTHAL** at Madison Avenue Hospital. The child, their third, will be named **DAVID**.

WALTER READE, JR., president of Walter Reade Theatres, has been re-elected to the board of directors of the Monmouth County (N. J.) Boy Scouts of America for a second term.

ROBERT CLARK, executive producer of Associated British Pictures, left London at the weekend by plane for New York, accompanied by Hamilton Inglis, his production assistant.

IRVING MACK, president of Filmack Trailer Co., has entered Columbus Memorial Hospital, Chicago, for a checkup.

JEAN NEGULESCO, 20th Century-Fox director, arrived by plane in New York on Friday. He is enroute to Rome.

DAVID ROSE, producer, has left Hollywood by plane for London.

Goldfarb Opens New Employment Agency

The Robert Goldfarb Agency, a personnel placement service which will specialize exclusively in amusement industry accounts, will begin registering manpower at its offices here today in preparation for the formal opening on July 13.

The agency has been organized by Robert Goldfarb, veteran in motion picture administrative affairs, to provide a centralized service for personnel and executives in the allied fields of motion pictures, theatres, radio and television.

The agency will register all types of personnel who would be employed in any capacity in the amusement industry, from receptionists, telephone operators and theatre staffs to legal, administrative and advertising executives.

Marion Pearce Dead; Was Early Exhibitor

BALTIMORE, June 28.—Funeral services were held here yesterday for Marion Scott Pearce, 78, motion picture theatre pioneer and co-operator of the first film-and-vaudeville house in Baltimore. Pearce died Wednesday of a heart ailment. He is survived by his widow and two sons.

In partnership with the late Philip J. Scheck, Pearce operated theatres in Baltimore, Washington, Virginia and West Virginia.

'Jones' Held Over

MOBILE, Ala., June 28.—"Along Came Jones," starring Gary Cooper, has been held over for an extended run at the Auto Drive-in here. The picture is one of a group recently acquired by Independent Releasing Corp.

Eastern Campaign Set for 'Fathoms'

The Eastern territorial campaign of saturation bookings for Warner's "The Beast from 20,000 Fathoms" will get under way Wednesday, Thursday and Friday in 620 situations located in the exchange areas of New Haven, Boston, Albany, Buffalo, Philadelphia and Washington.

The first key city holdover reports for the film received by the Warner office include Cleveland, Cincinnati, Columbus, Detroit, Dayton, Louisville, Kansas City, Denver, Akron, Sandusky and Erie.

The second week of saturation bookings broke last Wednesday, Thursday and Friday following a first week, which is reported to have outgrossed any Warner picture released during the past three years, with the exception of the 3-D "House of Wax."

Wallis-Hazen, Inc. Ceases Operations

HOLLYWOOD, June 28. — Wallis-Hazen, Inc., on Friday announced the complete dissolution of the company and the release of all employees. The corporation, formed in 1948, with offices at the Paramount studio and releasing through Paramount, had completed its five year production-distribution contract with that company and had delivered all contracted product.

The dissolution announcement, effective at once, included a statement that the release channel for "Money from Home," a Dean Martin-Jerry Lewis comedy in 3-D with color in Technicolor, recently completed, will be announced within 90 days.

Hal B. Wallis and Joseph H. Hazen were partners in Wallis-Hazen, Inc.

Wallis-Hazen employees released included Jack Saper, production aide to Wallis; Paul Nathan, story and talent executive; Warren Low, executive editor; William Shelpark, New York comptroller; Irene Lee, Eastern story editor, and Walter Seltzer, production assistant and director of advertising and publicity.

To Use Vistarama for Science-Fiction Film

HOLLYWOOD, June 28.—Carl Dudley, president of the Vistarama Corp., will start "Tobor", science-fiction film, using the Vistarama process and Eastman color, in August, with Richard Goldstone producing and Edward Ludwig directing. Dudley announced on his return from a demonstration tour to New York, Chicago and Detroit.

Dudley will confer this week with producers interested in using anamorphic Vistarama lenses, which he said are "available at nominal cost for unrestricted use."

Arlan Acquires 'Take No'

Arlan Pictures has acquired the rights to "Never Take No for an Answer," Anthony Havelock-Allen production, formerly a Souvaine release. The film is based on a story by Paul Gallico.

1,000 Bookings in 2 Wks. on 'Coronation'

One thousand U.S. bookings—a number which Paramount expects to be "doubled or trebled within a short time," have been achieved by the company's short subjects sales department during the past two weeks for "The Coronation," two-reel black-and-white subject produced by British Paramount News, Oscar A. Morgan, department manager, disclosed.

The subject presents in detail the coronation of Queen Elizabeth II. To date, Paramount has made 150 prints.

Old Stock Films Seen Hit by 3-D

HOLLYWOOD, June 28.—Sudden emergency of 3-D has made virtually useless the hundreds of thousands of feet of stock scenics and similar film with which all studio film libraries are amply provided, and at the same time has created a demand for stock footage in the new dimension, Felix Feist, director, declared in an informal talk to the University of California Cinema Club at Los Angeles.

In the past some of the best stock footage was made by non-professional cameramen on mountain-climbing expeditions and so forth, but at least for the time being Hollywood can expect nothing in this line from amateurs, Feist stated.

"Hollywood is doing a remarkably fast and complete conversion job in switching over to 3-D," the director declared, "but it will be a long time before amateurs will be able to turn up with desirable 3-D film. Some of the most unusual footage that Hollywood has ever shown was obtained from amateurs who were either astute or lucky in getting outstanding shots," he said.

McDaniel Temporary President of RTMA

CHICAGO, June 28.—Glen McDaniel, of New York, who served as the first paid president of the Radio-Television Manufacturers Association in 1951-1952, has been elected temporary president of the RTMA pending the selection of another full-time chief executive. McDaniel will continue as general counsel of the association.

The RTMA directorate also elected Robert T. Sprague chairman of the board. Leslie F. Muter was reelected treasurer and Dr. W. R. G. Baker was reelected director of the engineering department. James D. Secrest was reelected vice-president and secretary, and John W. Van Allen was reelected general counsel emeritus.

Denham Studio to USAF

LONDON, June 28.—The United States Air Force has taken over the Denham Studios and will use the plant as a service depot.

Tradewise...

(Continued from page 1)

for reliable statistics pertaining to the industry.

It is baffling to observe, in what should be as exact a source of information as any to which one could turn, figures which are at wide variance with those prepared by the Council of Motion Picture Organizations for the presentation of the industry's tax case to Congress, and with those of long-established industry reference books.

Even on such basic statistics as weekly theatre attendance and the number of theatres in the United States the report is in sharp disagreement with other industry sources.

Johnston himself often has urged the establishment of means for gathering reliable industry statistics. His most recent report conclusively demonstrates the need for them.

TV Recommendation For Gamble Group

WASHINGTON, June 28.—A Federal Communications Commission examiner has recommended that the Mt. Hood Radio and Television Corp., of which Ted Gamble owns 43½ per cent, be given a license for the operation of a TV station in Portland, Ore. Another examiner recommended a Denver television station for the Metropolitan Television Corp., of which Bob Hope is the principal stockholder.

In each case, competing firms were also trying for the available TV channel. These firms can appeal to the full FCC; if they don't appeal, the grants will become final in 30 days.

Meanwhile, the FCC has authorized eight more TV stations, bringing the total approved to 399 since the lifting of the freeze last year.

RKO Heads Back From Coast Talks

Charles Boasberg, RKO Radio's general sales manager; Walter Branson, assistant general sales manager, and Mervin Houser, Eastern advertising-publicity director, will arrive here today following a week of conferences at the Coast studio on forthcoming productions.

With J. R. Grainger, president of RKO, presiding, company executives C. J. Tevlin, vice-president in charge of studio operations; Edmund Grainger, and Perry Lieber, national director of advertising-publicity, also attended the sessions. Top subjects were the forthcoming 3-D color in Technicolor films, "Second Chance" and "Devil's Canyon," both Edmund Grainger productions, to be released in July and August, respectively.

"I had
a great
Summer!

and you can
have one too!"



CALL ME
MADAM
TECHNICOLOR

CALL ME
MADAM
TECHNICOLOR

TITANIC

PICKUP ON
SOUTH STREET

GENTLEMEN
PREFER BLONDES
TECHNICOLOR

WHITE WITCH
DOCTOR
TECHNICOLOR

It's a pleasure
to take such pictures
— from 20th!





It's 20th
Century-Fox
for profits
this
Summer!



WHITE WITCH DOCTOR

starring SUSAN HAYWARD
ROBERT MITCHUM
Color by TECHNICOLOR

This one will be launched in New England, Upper New York State and San Francisco with a special round-the-clock TV campaign backed by page-dominating ads selling this great cast and action-packed African adventure story.



PICKUP ON SOUTH STREET

starring RICHARD WIDMARK
JEAN PETERS · THELMA RITTER

Special TV and radio spots and sell-packed large-space newspaper ads are backing this one to record grosses everywhere! Smash opening, Roxy, New York! You too will clean up with 'Pickup'!



GENTLEMEN PREFER BLONDES

starring JANE RUSSELL
MARILYN MONROE
co-starring CHARLES COBURN
Color by TECHNICOLOR

Most publicized picture of the year! Featured on covers of LIFE and COSMOPOLITAN, multi-page stories in COLLIER'S and ESQUIRE! And these are just the beginning! Watch the tremendous advance publicity that's making the whole nation "Blondes"-conscious!



DANGEROUS CROSSING

starring JEANNE CRAIN
MICHAEL RENNIE

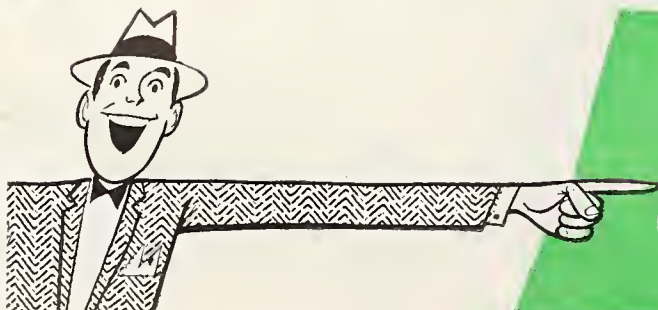
Backed by TV-radio-newspaper saturation in the "Pickup on South Street" manner, and especially prepared 2,000-line newspaper ads.



THE GLORY BRIGADE

starring VICTOR MATURE

Glory for your screen, fireworks for your box-office on the Fourth of July! New York Premiere for Herald Tribune Fresh Air Fund, with CBS stars in a special radio show will make national news and spark the four-area openings in Cincinnati, Cleveland, Pittsburgh, and Detroit areas.



Date 'em now . . . and take advantage
campaigns that pinpoint and reach



MAN ON A TIGHTROPE

starring FREDRIC MARCH
TERRY MOORE • GLORIA
GRAHAME • CAMERON MITCHELL

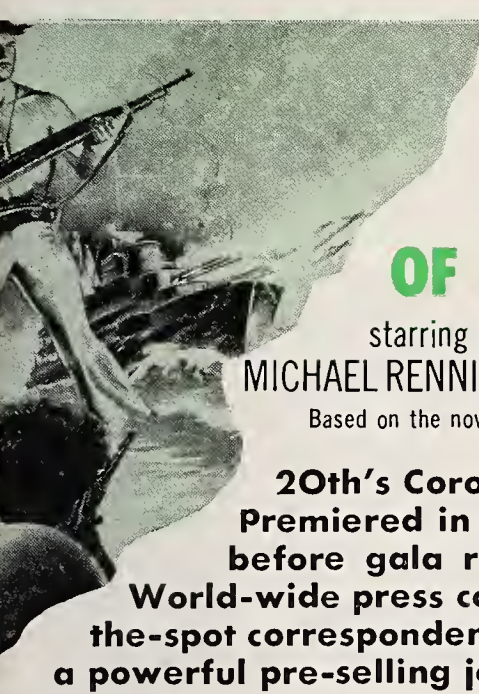
LIFE Magazine hails this top
suspense thriller as **MOVIE OF
THE WEEK!** Two full page breaks
in "This Week" magazine! New
York Premiere sponsored by Inter-
national Rescue Committee and cov-
ered by ABC-TV, radio and newsreels.
It's big boxoffice news!



MISTER SCOUTMASTER

starring CLIFTON WEBB
co-starring EDMUND GWENN
and GEORGE "FOGHORN" WINSLOW

Pre-sold by a \$250,000
national television campaign
reaching into millions of homes
across the nation. Fifteen different
T.V. trailers, featuring Clifton Webb
and George (Foghorn) Winslow.
Date it now for August and get in
on this great 20th showmanship campaign!



C. S. Forester's SAILOR OF THE KING

starring JEFFREY HUNTER
MICHAEL RENNIE • WENDY HILLER
Based on the novel "Brown On Resolution"

20th's Coronation Picture!
Premiered in festive London
before gala royal audience.
World-wide press coverage by on-
the-spot correspondents is now doing
a powerful pre-selling job in your city!



INFERNO

in CLEAR VISION **3-D**
with STEREOPHONIC SOUND
starring ROBERT RYAN
RHONDA FLEMING
WILLIAM LUNDIGAN
Color by TECHNICOLOR

Big 3-Dimension adventure,
suspense, action! Specially
written, specially produced
for 3-D! An attraction as
boxoffice-hot as its title!



THE KID FROM LEFT FIELD

starring DAN DAILEY
ANNE BANCROFT

Special local campaigns tying
in with civic groups, the Little
League and other sports organi-
zations in the successful pattern of
"Pride of St. Louis." A natural for
ballyhoo with a complete line of
novelty accessories that make
every youngster your press agent!



POWDER RIVER

starring RORY CALHOUN
CORINNE CALVET
CAMERON MITCHELL
Color by TECHNICOLOR

Sweeping TV-radio-news-
paper barrage is blanketing the
Midwest for the 600-date satura-
tion booking now getting top grosses
throughout Iowa, Missouri, Wisconsin,
Minnesota, Nebraska and Utah!

**age of the powerful point-of-sale showmanship
to every single home to pre-sell these sock hits!**

Calls for Review of Anti-Trust Laws

WASHINGTON, June 28.—Attorney General Brownell has called for a full-scale, all-inclusive review of the nation's anti-trust laws.

In a speech to a judges' conference at White Sulphur Springs, W. Va., Brownell said he is now convinced of the "imperative need of a thoughtful and comprehensive study of our anti-trust laws." He proposed establishment of a group of lawyers and other experts to be known as "the Attorney General's National Committee to study the Anti-Trust Laws," and said he hoped the group could be set up by early August.

Suggests Several Topics

The study group would cover both procedural and substantive anti-trust questions, Brownell said. Among possible topics he included "hard" versus "soft" competition, anti-trust law exemptions, strong penalties, patents, export associations, increased emphasis on civil as against criminal cases and larger use of advance rulings.

Brownell said the Administration's goal was to give clarity to the anti-trust laws, uniformity of administration, and "a common sense approach to enforcement."

The Administration is determined, he added, to continue to prosecute monopoly and anti-trust violations. "There will be no winking at violations of the law and no wholesale dismissal of pending suits," he declared.

Coast Unions Study Pension-Fund Plan

HOLLYWOOD, June 28. — A formula for financing a pension fund for studio workers is being worked out by union leaders for presentation to employing studios at contract re-negotiating time, July 25, with funds to come chiefly from producer proceeds from reissues and from the sale of films to television, responsible sources have affirmed.

The proposal will be the chief one among several, which may include a general wage increase and revisions in the present health-welfare setup which employers finance fully.

See T-H Revisions Favored by Guilds

WASHINGTON, June 28.—The Administration's draft of its recommendations for Taft-Hartley revision will probably include a provision long sought by Hollywood labor unions.

This provision would cut down the present 30-day period during which actors and other employees can work on a film without joining a union, despite a union shop contract with the studio. The 30 days would probably be cut to seven days.

The Administration is working on its proposals with an eye to submitting them to Congress shortly.

New Latin American Paramount Firm

Paramount Inter-American Films, a wholly owned subsidiary, has been formed by Paramount International for the distribution of Paramount product in Latin America. Capital stock authorization is \$400,000, at \$100 par value.

Television - - Radio

with Pinky Herman

NET radio producer Martin Horrell makes his TV debut with a new dramatic series, "The Campbell TV Soundstage," which will NBTe off Friday, July 10 (9:30-10:00 P.M.). Programs feature different stars each week, originate "live" in New York and will have scripts by free lance writers. . . . Leslie G. Arries Jr., who started in TV as a junior engineer at WTTG, Washington, D.C., seven years ago and worked his way up to an executive post at DuMont's New York station, has been named general manager of WTTG. A wise move by the Net's managing director, Chris WITTiG. . . . For the past two decades, one of radio's finest organists, Jack Ward, will be featured soloist at the Rainbow Room atop the RCA Building, beginning Saturday. . . . Auditions for Fred Allen's forthcoming NBC-TV vehicle, "Judge for Yourself," which preems Tuesday, Aug. 18, will be held regularly starting this week. Jerry Schnur will direct the Goodson-Todman package. . . . Edward R. Murrow will launch a new CBSeries of telecasts, "Person to Person," in which he'll visit famous Americans for informal chats. Program, sponsored by American Oil, will be "live" and will tee off Friday, Oct. 8 (10:30-11:00 P.M.).

When casting for the inevitable "Arthur Godfrey Story" gets under way, little 12-year-old Johnny Simpson is a "natural" for the role of "Godfrey as a boy."



Johnny Simpson

The youngster not only bears a striking resemblance to the nationally-loved Redhead, but he owns and operates a terrific pair of pipes." His latest BBS platter of "I'll Tell My Mommy," backed with "Moving Away," has excited Deejays. . . . For the fourth consecutive year, Gillette Razor will sponsor the All-Star baseball game via NBC-TV. The fray will originate at Cincinnati, Tuesday P.M. and will team up Mel Allen and Jack Brickhouse. . . . With ABC already lined up with stars, including George Jessel, Danny Thomas, Paul Hartman, Sammy Davis and Ray Bolger for exclusive TV, look for the early setting up of a Film Division. Incidentally the pilot film of the first "Danny Thomas" telefilm series, a half-hour situation comedy produced by Louis Edelmann, was well received by a representative group of the trade press last week.

Dynamic Films, Inc. has enticed Monty Woolley from retirement and "The Beard" will be starred in a series of 13 quarter-hour telefilms adapted from the "world's greatest stories." Completion of the first 13 is expected in mid-August, under direction of Nathan Zucker. The William Morris Agency is handling national distribution. . . . After four years on TV as an NBCLuedunit, American Tobacco Co. will replace Lee Tracy with Mark Stevens as "Martin Kane," starting with the Aug. 27th episode. . . . United World Films will make 47 TV spots for Coca-Cola at the U-I studios under supervision of George Bole. . . . Sam Levine, writer-producer of Harry Wismer's MBSwell "Wonderful City," daily audience-participation program, commutes daily from his home in the Catskills. "The round-trip distance is 260 miles but I'd still make the trip to this Wonderful City (N. Y.) even if it were twice" (plug over). . . . Gary Stevens has joined Walt Framer Productions as associate producer. He'll be in charge of a new contemplated series of programs, "Backstage Reunion," for which he's seeking Walter Winchell as emcee. He'll also develop new programs and talent. . . .

Ad agencies are showing a great deal of interest in the Stark-Layton package, "Colonel Humphrey Flack," starring Alan Mowbray and featuring Frank McHugh. Meanwhile ABC holds an option on the half-hour situation-comedy for both the radio and TV version. . . . One of the most-listened-to voices in radio and TV is that of newscaster Arthur Van Horn, whose ABChatter is heard 25 times during a week-end. Chevrolet Motors is the lad's newest bankroller. . . . Mike Wallace soloed after but eight hours of flight instruction last week during the "history of flight," Natural History-CBSequence telecast. . . . Ben Alexander (Frank Smith in "Dragnet") began his radio career as an emcee-announcer back in 1935 and in the late 20's was the boy star of Booth Tarkington's "Penrod" movie series. . . . Fred Van Deventer and Florence Rinard, "20 Questions" braintrusters, celebrated their 25th wedding anniversary last week. Our congrats to a swell couple. . . . Jerry Fairbanks will produce a half-hour film for Chrysler Corp., the 100,000-dollar telefilm, in color by Technicolor, to be released at the end of August.

Mailmen Praised For Aiding Palsy

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, was the principal speaker at a theatre party for more than 600 postmen and their guests held at Loew's Mount Vernon Theatre last week as a salute to the letter-carriers of Westchester County who participated in the "Postmen's Walk" for the benefit of United Cerebral Palsy.

Goldenson, who is also president of United Cerebral Palsy, paid tribute to the mailmen for giving many hours to work for the success of this activity. More than \$53,000 has already been raised, with much more pledged to the postmen who participated in the drive.

The motion picture industry joined to help provide the impetus to make the "Postmen's Walk" a success in Westchester, said Goldenson. Stressing the importance of motion picture theatres in community life, he pointed out that slides detailing the activities in conjunction with the "Walk" were shown in Skouras, RKO and Loew's theatres in Westchester during the week preceding the "Walk."

New England Will Aid Tornado Relief

BOSTON, June 28.—At the request of Gov. Harter of Massachusetts, an all-industry committee has been formed for the purpose of urging theatres to exhibit a trailer asking the public for contributions toward the relief fund for victims of the recent tornado which made thousands of families homeless in the Worcester area.

Serving on the committee, with Lt. Gov. Whittier, are Frank Lydon, executive secretary of Allied Theatres of New England; Ray Feeley, who holds the same position with Independent Exhibitors, Inc., and Edward Canter and Paul Levi, both of American Theatres Corp.

Capitol in Chicago Gets 7 Reissues

CHICAGO, June 28.—Capitol Films has acquired Chicago area distribution rights to six reissues of films formerly distributed through RKO Radio and to one new Pacemaker release, "The Sinners."

The six reissues, produced by International, are: "Along Came Jones" and "Casanova Brown," both starring Gary Cooper; "Tomorrow Is Forever," "Belle of the Yukon," "Woman in the Window," and "It's A Pleasure."

London Date for Autry

Gene Autry on July 28 will begin a four-week personal appearance at Empress Hall, in London. He will be accompanied by a cast of Western performers and a revue titled "Gene Autry's Melody Ranch Western Varieties."

Michaels Seeks New Site

BUFFALO, June 28.—The site of the Mercury, downtown house of the Michaels circuit, has been leased to the Buffalo Optical Co. The Mercury will continue to show films there until Dec. 1 or Jan. 1.

Michaels now is seeking a new site for the Mercury.

JACK
LA RUF
OSA
MASSEN
JEAN
PARKER
BARTON
MCCLANE
CHARLES
BICKFORD
GAIL
PATRICK
CHARLES
WINNINGER
SIDNEY
BLACKMER
J. CARROL
NAISH
DORIS
DOWLING
PAUL KELLY
WILLIAM
GARGAN
HILLARY
BROOKE
JEROME
COWAN
KENT TAYLOR
MARY BETH
HUGHES
BUSTER
CRABBE
VIRGINIA FIELD
VICTOR JORY
LON
CHANEY, JR.
VIRGINIA GREY
ARLEEN
WHELAN
PHYLLIS
BROOKS
ERIC PORTMAN
BELA LUGOSI

the "plus 80"



GARY COOPER



VIVIEN LEIGH



JOHN WAYNE



PAULETTE GODDARD



CARY GRANT



MARILYN MONROE



ALAN LADD



RAY MILLAND

HOLLYWOOD STARS HERE...NOW...TODAY...

in TV's Greatest Film Programs!

the "plus 80"

20 Charlie Chan Mysteries

THE MAJOR SERIES NEW TO TV STARRING
RAY MILLAND, ARLENE WHELAN, CESAR ROMERO,
ROBERT YOUNG

20 All Star Adventure Classics

THE ROMANCE THE ACTION... THE DRAMA OF
THE GREAT AMERICAN SCENE... STARRING GARY
COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

MASTERPIECES RANGING FROM DUMAS TO OSCAR
WILDE... PRODUCERS SUCH AS ALEXANDER KORDA
AND HAL ROACH... STARS AS BRILLIANT AS VIVIEN
LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

INTRODUCING TO TV SUCH EXCITING
PERSONALITIES AS MARILYN MONROE,
JEFF CHANDLER AND JAMES MASON.

STARS
the "plus 80"

LYNN BARI
BORIS KARLOFF
WILLIAM EYTHE
BURGESS
MEREDITH
CESAR ROMERO
ROBERT
CUMMINGS
JEFF CHANDLER
RANDOLPH
SCOTT
ALAN LADD
PATRICIA ROC
RALPH
RICHARDSON
MICHAEL
WILDING
RICHARD
BURTON
MARGARET
LOCKWOOD
ROBERT YOUNG
MARILYN
MONROE
STEWART
GRANGER
JAMES MASON
ANN SHERIDAN
RAY MILLAND
PAULETTE
GODDARD
JOHN WAYNE
VIVIEN LEIGH
GARY COOPER

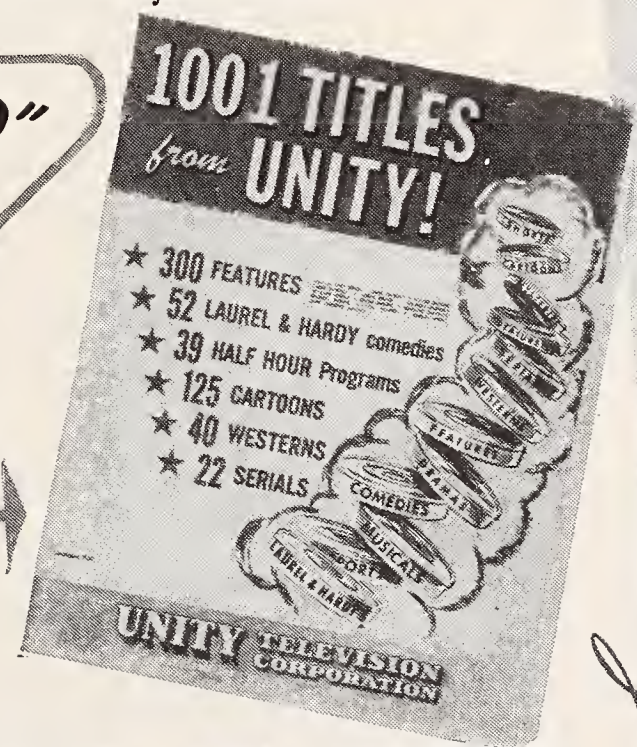
JOHN WAYNE
GENE TIERNEY
CARY GRANT
MARLENE
DIETRICH
ALAN LADD
LINDA DARNELL
VICTOR MATURE
IDA LUPINO
STEWART
GRANGER
JOAN BENNETT
DICK POWELL
JEAN SIMMONS
FREDERIC MARCH
LILLI PALMER
ROBERT DONAT
MERLE OBERON
MICHAEL
WILDING
CONSTANCE
BENNETT
BRIAN AHERNE
JOAN BLONDELL
BURGESS
MEREDITH
BETTY GRABLE
DENNIS O'KEEFE
VIRGINIA BRUCE
VALERIE
HOBSON
PATRICIA ROC
RICHARD
GREENE

STARS
of the
UNITY
CATALOGUE

SIR CEDRIC
HARDWICKE
BETTY FIELD
EDW. G.
ROBINSON
BRIAN
DONLEVY
MICHAEL
RENNIE
SABU
ROLAND
YOUNG
VICTOR
MCLAGLEN
BRUCE
CABOT
LEO
CARRILLO
EDMUND
GWENN
ADOLPHE
MENJOU
GEORGE
BRENT
BILLIE BURKE
STAN LAUREL
OLIVER
HARDY
MARGOT
GRAHAM
WALTER
BRENNAN
PAUL LUKAS
WILLIAM
BOYD
CHARLEY
CHASE
WILLIAM
BENDIX
JOE E.
BROWN

"plus 80"

plus 1001
TITLES



UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 36, N. Y. • LOngacre 4-8234

Skouras Tells Plans For N. T. Alterations

Hollywood, June 28. — In a report to the stockholders of National Theatres, Inc., president Charles P. Skouras said in part:

"It is our best estimate that during the next three years we will have to spend several million dollars for theatre alterations and new equipment . . . in any event we are confident that expenditures now contemplated will not cause any serious strain on your company's finances."

Tax Meetings

(Continued from page 1)

cinnati, Chicago and St. Louis. Tomorrow meetings will be held in Albany, Philadelphia, Little Rock, Memphis and Salt Lake City. On Wednesday meetings are scheduled for Washington, Charlotte, Jacksonville, Dallas, Cleveland. A meeting will be held Thursday in Richmond and another at the Allied offices in Pittsburgh.

Meetings next week have been set up as follows: July 6, Oklahoma City and Los Angeles; July 7, San Francisco, Denver and Buffalo. Arrangements are being made for meetings also next week in Boston, New Haven, Minneapolis and Seattle.

The first meeting of the series was held last Thursday in New Orleans, with Col. H. A. Cole of Dallas, co-chairman of the National Tax Repeal Committee, as the principal speaker.

At each of the meetings a 16mm. print of the film shown by the tax committee at the hearing on the Mason Bill by the House Ways and Means Committee on April 20 will be screened.

'Robe' Promotion

(Continued from page 1)

Skouras, president; Darryl F. Zanuck, production chief, and Al Lichtman, distribution director, at the Coast. The merchandising blueprint calls for expenditures in every media of advertising on a scale hitherto unprecedented for the company, he said. Einfeld declared that the theme of "The Robe" and the new film process complement each other in marking what he called "an historic milestone for the film industry."

"The Robe," which is scheduled to be world premiered in the New York Roxy in late August, is currently being seen, in part, in demonstrations abroad. Starting today in London, there will be a three-day series of demonstrations to be hosted by Skouras, who flew to England last Thursday after his return from Hollywood.

Riccuitti Acquires Gibbs Film Company

HARTFORD, June 28.—Connecticut Films Co., operated as a film distribution unit by the late Harry Gibbs, has been acquired by John Riccuitti, who was Gibbs' office manager. Riccuitti will operate under the firm name of Interstate Film Co.

Industry Leaders Cited

(Continued from page 1)

in theatres for the hospital financing campaign, and to Herman Robbins for the distribution of the coin boxes.

Robert J. O'Donnell, chairman of the luncheon, introduced members of the hospital staff, among them Dr. Maurice Braunfield, who paid tribute to the Variety Clubs for their sponsorship of the Will Rogers Memorial Hospital as "the most far-seeing humanitarian group with which any institution could be blessed." Individual tributes were paid to Abe Montague, president of the hospital; Charles E. Lewis, executive vice-president; Richard Walsh, vice-president; Robbins, and Jack Beresin, chief barker of Variety Clubs International.

Beresin announced that the Variety Clubs' Humanitarian Award, which was voted at the recent Mexico City convention to Dr. Selman Wachsman, discoverer of streptomycin, will be presented in Washington on Oct. 24. Preceding the luncheon, approximately 50 industry executives, most of whom are members of the hospital board, and trade press representatives were taken on an inspection tour of the hospital during which they saw the recently installed new equipment and furnishings. Descriptions of the new operative and drug treatments for tuberculosis in use at the hospital

and the research work of its staff were outlined by members of the medical staff for the visitors. Hope was expressed that a complete drug cure for the disease will emerge from the laboratories in the near future.

In the afternoon, a plaque was unveiled in the hospital lobby in memory of the late Harold Rodner, former executive vice-president of the hospital and a Warner Brothers executive. The group left the hospital Friday afternoon for Robbins' Al-Burnorm Lodge at Schroon Lake, N. Y., where a meeting of the hospital board was held on Saturday. The board considered proposals from medical authorities for the collaboration of research work with that of similar institutions in and about Saranac Lake. The group left here for New York today.

Guests included the following:

Neil Agnew, Charles Alicote, Gene Arneel, Chester Bahn, Jack Beresin, Max A. Cohen, Jack Cohn, Jack Cunliffe, Ernie Emerling, George Dembow, Sam Dembow, S. H. Fabian, Charles Feldman, J. Robert Hoff, James Ivers, James M. Jerauld, Harry Kalmine, Sherwin Kane, Mel Konec-off, Chick Lewis, Dr. Edgar Mayer, Abe Montague, James A. Mulvey, R. J. O'Donnell, Eugene Picker, Al Picoult, Sam Rinzler, Herman Robbins, Sam Rosen, Ned Shugrue, Moe Silver, Wilbur Snaper, William Specht, Sam Switow and Dick Walsh.

Norling System

(Continued from page 1)

splitter systems and much less light. He pointed out, too, that his system could be interchanged "in a matter of seconds" with a conventional 2-D projection system.

The Norling method is said to utilize two separate lenses, permitting the full aperture of each to be used, whereas the beam-splitter method uses a single lens, permitting less than half the effective aperture of the projection lens to be utilized.

Another feature claimed for the Norling method is the arrangement of left and right-eye images on the film to obtain equal illumination for corresponding areas.

MGM Employees Pick H-63 As Their Union

Employees of M-G-M's home office have selected Local H-63 of the Home Office Employees Union to be their bargaining agent. The vote was 163 in favor of Local H-63 and 28 opposed. Formerly, M-G-M home office workers were represented by District 65 of the Distributive, Processing and Office Workers Union.

Local H-63 does not represent Loew's Theatres employees nor Loew's international. However, it was indicated that efforts would be made to organize the workers in the international subsidiary and in the theatre company.

Two Renamed to Board

BALTIMORE, June 28. — Edward Pugh and George Douglass have been renamed members of the Maryland Board of Examiners of Motion Picture Operators. A third appointee will be designated within a week.

Bar, Foley Plan

(Continued from page 1)

film production unit. Foley participated in the financing of "Public Enemy No. 1," the exteriors of which were shot in New York, and also will have a share in a picture tentatively titled "Bull Fighter," which Bar will place before the cameras next month in Spain. Bar has returned to Paris after several weeks in New York.

"Public Enemy No. 1" will have a dubbed English version and will be ready for release in the fall. A deal for its distribution and also for "Bull Fighter" is expected to be negotiated shortly.

Bar and Foley are setting plans for the production of 26 30-minute television programs to be filmed in Rome, Paris and Madrid. Plans also are being laid for the production of a picture starring Fernandel to be made in France and the United States.

Salesmen to Discuss

(Continued from page 1)

mittee together at that time was the reason for the deferment.

Terms and conditions of a new contract with the distributors will be discussed at the meetings. The committee will sift proposals for new provisions suggested by the various Colosseum chapters and then will set the basis for a new pact.

David Beznor, general counsel for the Colosseum, will preside at the parleys.

Rites for Bonnie Weber

CHICAGO, June 28.—Funeral services were held here Thursday for Bonnie Weber, 30, television actress and executive in the TV-film department of Kling Studios.

In the THEATRE Equipment World . . .

• • with RAY GALLO

TO fight mosquitoes and other insects which prey on drive-in theatre audiences, Devenco, Inc., New York, has announced a new device called "Swingfog." It is a portable, pulse-jet unit which atomizes a liquid insecticide into a dense, clinging fog. The first drive-in in North America to use it was the Trail Drive-in at Houston, where Jack Farr, manager, has given it top billing in his newspaper advertising.

A new curved and tilted screen frame for use in the projection of wide-screen films has been announced by the Arkraft Strauss Sign Corp., New York. Made of either aluminum or steel, the frames can be quickly installed and adjusted for a variety of wide-screen projection, according to the company.

Recent announcement of the new Lorraine "Orlux Super-Charged Carbons," now available for 3-D and wide-screen projection, has been followed by another on new grades to meet the demand for increased light by Carbons, Inc., Boonton, N. J. New grades now available include a 9mm-x-14 (544C grade) copper-coated carbon, recommended to be trimmed with a 7mm. negative for amperages under 70 amps; and with an 8mm-x-9 (grade 545C) negative for amperages over 70 amps. There is also a new 9mm-x-20 carbon (grade 552-09) rated at over 19,500 lumens at 85 amps, and new 10mm-x-20 (grade 552-09) rated at 21,000 lumens at 100 amps, and 26,000 lumens at 120 amps. Another new carbon is a 13.6mm-x-22 (grade 583-08) high-intensity carbon for carbon rotating lamps drawing from 175 to 200 amps.

A. B. (Dave) Balch, who was with the Wagner Sign Service, Inc., Chicago some years ago, has rejoined them as traveling sales representative and will call on Wagner dealers throughout the country. For the last eight years he was with Southern Neon Displays, in Atlanta.

Plastic Creators, Inc., is the name of a newly formed corporation at Little Ferry, N. J., which has begun the manufacture of vinyl plastic motion picture screens for theatres. Both three-dimensional and diffusive screens will be made there for RCA, according to B. L. Smith, president of the new firm. In addition the plant's facilities will be available for fabrication of other plastic products. Smith was formerly associated with duPont and Olin Industries.

Landau Signs Trop

Jack Trop has been signed by Ely Landau, Inc., television film producers, to be associate producer on the "Bill Corum Sports Life" series which is now in production here.

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NEWS

MOTION PICTURE DAILY

Accurate
Concise
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VOL. 73. NO. 126

NEW YORK, U. S. A., TUESDAY, JUNE 30, 1953

TEN CENTS

Hillside Case Is Dismissed; Tried 11 Weeks

Insufficient Evidence Of Discrimination Noted

Federal Judge Sidney Sugarman yesterday dismissed the complaint of the Hillside Amusement Co. here which charged discrimination of film rentals against its Mayfair Theatre, Hillside, N. J., in favor of Warner theatres in New Jersey. Six distributors—Paramount, RKO Radio, Warner Brothers, Universal, United Artists and Loew's—were named defendants in the case, the trial of which lasted 11 weeks.

Louis Nizer, counsel for the defendants, filed the motion to dismiss last week and arguments continued until yesterday when Judge Sugarman granted Nizer's motion.

The suit had attracted considerable attention within the trade for two reasons; first, it

(Continued on page 7)

Cites 'Urgent' Need For Special 3-D Glasses for Children

DALLAS, June 29.—The "urgency" of providing some kind of adequate polarizing glasses for use by children was pointed up by Claude Ezell, founder of the International Drive-in Theatre Owners Association, in a letter mailed to all distributing company presidents and general sales managers.

He suggested that regular cardboard glasses be specifically designed for

(Continued on page 7)

Enlisting Aid for 'Main St. to Bway'

Thousands of actors and producers in summer theatres all over the country have been written special letters by Arthur Schwartz, president of The Council of the Living Theatre, enlisting their active participation via word of mouth and window card planting for "Main St. to Broadway," which is scheduled to open in more than 200 theatres the end of July, Metro-Goldwyn-Mayer reported here yesterday.

It is figured by the Council that the

(Continued on page 7)

Britain Impressed By Initial Showing Of CinemaScope

By PETER BURNUP

LONDON, June 29.—Favorable but cautious reaction resulted from the unveiling today of 20th Century-Fox's CinemaScope. The British industry and the press admittedly were impressed.

Spyros P. Skouras, president of 20th-Fox, was host at the demonstration which drew practically every industry leader, with long lines of film people assembling an hour before the doors opened at the Odeon Theatre. It appeared evident that newspaper reporters did not want to commit themselves until the full potentials could be analyzed. However, this writer will go on record as saying that "CinemaScope is the greatest advance since the advent of sound."

Skouras held a three-hour conference with the 20th-Fox sales force this afternoon, asserting that the time

(Continued on page 7)

Vallance and Thorp Named to 'U' Board

Universal Pictures, at a board of directors meeting yesterday, elected Samuel H. Vallance and Harold I. Thorp to the board.

Vallance and Thorp are members of the board of Decca Records, Inc., which owns a substantial interest in Universal. Thorp is a partner in the firm of Laurence M. Marks, investment bankers. Vallance is vice-chairman of Industria Electrica de Mexico and president and director of Uni-

(Continued on page 6)

SBC Trade Report Late Next Month

Washington, June 29. — A Senate Small Business sub-committee studying film industry trade practices hopes to have the final report on its investigation ready late next month.

Sub-committee officials said the Justice Department's views on the situation, sent to the sub-committee early last week, will not be made public until the sub-committee report is completed and issued.

MPEA Signs New Norwegian Pact

A new Norwegian pact, replacing the agreement which expires tomorrow, has been signed, according to a cable received here from Eric Johnston, president of the Motion Picture Export Association.

Johnston cabled from Berlin, where he is attending a film festival, after receiving word from Oslo from Griffith Johnston, MPEA Scandinavian representative, and George Weltner, president of Paramount International.

The pact, which is termed an "indefinite agreement" running initially to Aug. 31, 1954, provides for a boost in the basic film rental from 30 to 40 per cent. Other terms provide that five special pictures may be withheld for special rentals and increased admission prices, and that independent producers releasing through MPEA member companies retain the right to approve exhibition contracts for releases in Norway.

'Roman Holiday'

(Paramount)

Hollywood, June 29

THIS IS ONE OF THOSE RARE PICTURES everybody likes. Everybody in Hollywood, that is, so far, but sure as sunshine to include everybody everywhere when it gets going. Because Hollywood people are quite universal in cases like this—they cross company lines to pitch encomiums, call up friends and neighbors, compete to be first with the news—in short, the word gets around, so to speak, in Hollywood just as it does in your town, whenever a genuinely satisfying, gratifying piece of motion picture entertainment comes in range. This is, from the market point of view, the most important fact concerning a production rich in important facts and sure to richly reward exhibitors and their customers.

"Roman Holiday" was produced and directed in Rome by William Wyler. It has Gregory Peck, a prime performer and commercial attraction, in the top male role, and it has, alongside him, the superb Eddie Albert, whose traveling-salesman in "Carrie" stands among the unforgettable performances of late years. Opposite Peck is the Audrey Hepburn whom the film-columnists have been all but hysterical about for

(Continued on page 6)

'Donation' in Lieu of Ticket Subject to Tax

U. S. Rules on Practice Of By-Passing Admission

WASHINGTON, June 29.—The Bureau of Internal Revenue has ruled that a "donation" taken by a theatre owner instead of an admission charge is subject to the 20 per cent Federal admission tax.

Some months ago, as a protest against the Federal admission tax, some exhibitors told theatre-goers they would not charge for admission but would accept whatever donation the customer wanted to make.

But an Internal Revenue ruling made public today ruled that the tax must be paid on any such donation. The Bureau said that theatres are run for profit and that theatre-goers are willing or accustomed to paying admission charges. "The fact that the amount so paid is called something other than an admission charge, such

(Continued on page 6)

Committee Vote on Mason Bill Possible But Action Doubtful

WASHINGTON, June 29.—Chances for a House Ways and Means Committee vote on the Mason admission tax bill grew brighter as a result of developments today over the excess profits tax.

However, the outlook remains dim for passage of the bill this year, even if reported by the Ways and Means Committee. The Mason Bill would exempt motion picture theatres from

(Continued on page 7)

AA Cracks Down on Free Merchant Show

COLUMBUS, O., June 29.—BJS Road Shows, which has been giving free merchant-sponsored 16mm. film shows in Northern Ohio, has been told to cease such showings, which are in violation of Allied Artists' contract forbidding free showings in opposition to theatres. Action came after Robert Wile, secretary of the Independent Theatre Owners of Ohio, protested

(Continued on page 6)

Personal Mention

WILLIAM HARPER, of Loucks & Norling, has returned to New York following two and a half months in Texas.

ALFRED E. DAFF, Universal executive vice-president, will leave New York tomorrow for Hollywood. He will be accompanied by **DAVID A. LIPTON**, vice-president in charge of advertising and publicity.

GRAHAM WAHN, of Warner's home office publicity department, is the father of a daughter born Saturday to **MRS. WAHN** at New York Hospital. The mother is American representative for Herbert Wilcox.

ALFRED CROWN, RKO Radio foreign manager, has returned to New York from the United Kingdom and the Continent.

CAROLE KOBERNA, of Imperial Pictures, Cleveland, has announced her engagement to **BILL KURALAK**, of Cleveland.

BING CROSBY and his youngest son, **LINDSAY**, will arrive in New York July 6 from Europe aboard the *S.S. Liberté*.

SID NEWMAN, of Warner's contract department in Cleveland, has resumed his duties following a two-months' illness.

CLAUDE LANE, cashier in the Paramount Detroit branch, has returned from two weeks in Puerto Rico.

SAM BURKETT, Color Corp. vice-president, has arrived in New York from Hollywood.

Texas Debut Tonight For 'Feather River'

VERNON, Tex., June 29.—A gala premiere is planned for tomorrow evening when Warner's 3-D "The Charge at Feather River" will be given its first public showing at the New Plaza Theatre, America's first house built expressly for 3-D.

Stars who will make personal appearances here include Guy Madison, Helen Westcott, Vera Miles, Ron Hagerthy and James Brown, all of the cast. On Wednesday the same group will appear in Houston in connection with the picture's opening at the Metropolitan Theatre. On Thursday they will appear in San Antonio at the Majestic, on Friday at the Majestic in Dallas, and on Saturday at the Fort Worth Theatre in Fort Worth.

'Taming of Shrew' Set

HOLLYWOOD, June 29.—Jose Ferrer and Katharine Hepburn will co-star in a filmed version of William Shakespeare's "The Taming of the Shrew," independently produced, it was announced here today by a spokesman for Ferrer, who revealed that production will start early in 1954.

Winners Announced In Republic Drive

Trips to Republic's studio in Hollywood during August have been awarded first prize winners in Republic's district managers bonus drive which closed May 30. Jake Flax, Washington branch manager, was first prize winner in the Metropolitan district; Sam Seplowin, Detroit manager, in the Eastern district; Harold Laird, Tampa manager, in the Southern district; Ken Weldon, Des Moines manager, in the Midwestern district, and Jack Partin, Portland manager, in the Western district.

The drive honored sales managers James V. O'Gara, John Curtin, Walter L. Titus, Jr., Paul Webster and Francis Bateman.

Wrist watches will be presented as second prizes to the following branch managers: Norman Silverman, Philadelphia; Jules Livingston, New Haven; Jack Houlihan, Dallas; Harry Lefholtz, Omaha, and George Mitchell, San Francisco.

Luggage is the award for third-prize winners Leon Herman, Buffalo; Leo Seicshnaydre, New Orleans; Robert F. Withers, Kansas City, and Thomas McMahon, Salt Lake City.

Says Independents In New Media Trend

Independent producers are joining the trend of filming in new techniques, Hugh Mackenzie, who produced "No Escape," said here yesterday.

Mackenzie said his next production, the working title of which is "An Island Affair," will be in a wide-screen process, possibly CinemaScope. He predicted that by the end of the year all independents will be producing in new processes. Currently, he said, directional sound is being utilized by most producers.

Fifty playdates have been set for "No Escape," a United Artist release, in New England, he disclosed. The openings, which will run from July 30 to Aug. 2, will be accompanied by a television saturation campaign under the direction of Terry Turner, of General Teleradio.

Ohio Censor Invites UA to 'Moon' Parley

Although the Ohio Censor Board has rejected United Artists' "The Moon Is Blue," the issue is still open for discussion. Dr. Clyde Hissong, chief censor, in a letter received by UA here yesterday, invited representatives of the company to meet with him in Columbus.

In the normal procedure, when the Ohio board rejects a picture, it suggests cuts and eliminations of sequences and dialogue. In the case of "The Moon Is Blue," no cuts were suggested in Doctor Hissong's letter. UA is expected to send representatives to Columbus for a conference.

Chris-Pin Martin Dead

HOLLYWOOD, June 29.—Chris-Pin Martin, veteran actor who was best known for his comedy role as Pancho in the "Cisco Kid" series, is dead here at the age of 59.

Snaper Warns on Cost of 3-D Glasses

Exhibitor members of Allied States are being advised to make sure that distributors share equally in the cost of glasses when making deals for 3-D pictures.

In a letter to members sent by Wilbur Snaper, Allied president, he asserts a "new gimmick is trying to be pulled whereby they (distributors) will only share in part of the cost of glasses."

Good \$47,000 for 'Melba' Indicated

A pretty good \$47,000 is indicated for the first week of "Melba" at the Capitol here, where it is being shown on the Broadway showcase's wide-screen, in addition to stereophonic sound. Other new media attractions in New York first-run houses stood up fairly well this week in the light of hot weather.

At Loew's State, the 3-D "It Came from Outer Space" is expected to do a nice \$27,000 for its second week. Another 3-D film, "Sangaree" is doing fairly well at the Victoria with \$17,000 seen for a third week. The wide-screen projection of "5,000 Fingers of Dr. T." at the Criterion is hitting only satisfactory business, with \$15,000 indicated for a second week.

See Big \$117,000 For 'The Beast'

"The Beast from 20,000 Fathoms" is expected to hit a terrific \$117,000 for its first week at the New York Paramount. The picture, which begins its second week tomorrow, racked up a big \$90,000 in its first five days.

'Fathoms,' 'Monster,' 'Moon' Grossing Well in Chicago

CHICAGO, June 29.—Two theatres, the B&K United Artists, playing "The Beast from 20,000 Fathoms" and "Magnetic Monster," and the Essaness' Woods, with the premiere of "The Moon Is Blue," are overcoming generally dull business here to rack up good grosses. The U. A. is expected to hit \$30,000 for the week; the Woods, possibly, will do about \$45,000.

Bright spots in the otherwise dim neighborhood situations are "Fort Ti" and "Come Back, Little Sheba."

Plan Conn. Drive-in

HARTFORD, June 29.—Nick Kounaris and Paul Tolis, operators of two indoor theatres, have been granted a zoning permit to build a 700-car drive-in theatre on the Meriden-Wallingford town line.

To Represent IFE

CLEVELAND, June 29.—Murray Baker, formerly Northio booker-buyer in Cincinnati, has joined IFE as sales representative in the Indianapolis and Cincinnati areas.

'Stalag 17' Benefit Premiere Tonight

"Stalag 17," Billy Wilder's film version of the Broadway comedy drama, will have a gala benefit premiere tonight at the Astor Theatre, with all ticket proceeds going to the Air Force Association Widows' Rehabilitation Program. The picture begins its regular engagement at the Astor tomorrow.

Notables of business, entertainment, civic and military fields will attend the benefit.

Paramount executives who will attend include: Adolph Zukor, Barney Balaban, A. W. Schwalberg, Paul Raibourn, E. K. O'Shea, Jerry Pickman, Sid Blumenstock, Hugh Owen, George A. Smith, A. M. Kane, Howard Minsky, Oscar Morgan, and others.

To be heard as broadcast guest stars are Milton Berle, Gloria Swanson, Eddie Fisher, Joe E. Brown, Tex McCrary and Jinx Falkenburg.

Wilcox Winds Up His Confabs in N. Y.

British producer Herbert Wilcox returned to London from here last night after conferences with Warner Brothers executives and Herbert J. Yates, president of Republic.

Wilcox said that he and Yates had decided on the second picture they will make under their joint production deal, but that the rights had to be cleared before an announcement could be made. Their first effort, "Laughing Anne," will be released on a worldwide basis in mid-September.

Wilcox's "The Beggar's Opera" will be released by Warner Brothers in late August.

Perlberg Host to Press

Film reviewers from newspapers, national magazines, syndicates, trade publications and radio-TV will gather at the Astor Theatre here this afternoon for a special preview of Bing Crosby's new picture, "Little Boy Lost," at which its producer, William Perlberg, will be host.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"Dangerous When Wet"

Esther Williams • Fernando Lamas • Jack Carson

color by TECHNICOLOR • An M-G-M Picture
plus Spectacular STAGE PRESENTATION

"The Beast from 20,000 Fathoms"
PARAMOUNT
in person DON CORNELL FRANK FONTAINE S. DE MARCO SISTERS BOBBY BYRNE and His Orch
Midnight Feature

Imagine!

**IN FIRST WEEK
OF RELEASE
BOOKED IN
150
CITIES!**

**(32 Exchange Centers
and all Key Cities)**

Booked by
Top Circuits
of America!

It will play
250 engagements
in first 3 weeks,
a tribute to a
Big Entertainment!



A FIRST FOR M-G-M!

For the first time in its history Theatre Arts Magazine devotes its cover (the cover art is shown above) and nine inside pages to a motion picture. It's "MAIN STREET TO BROADWAY," soon to electrify all show business!

GREATEST STAR ATTRACTION OF ALL TIME!

M-G-M's Dramatic Love Story of Show Business With Famed Stars Playing True-Life Roles!

"MAIN STREET TO BROADWAY"

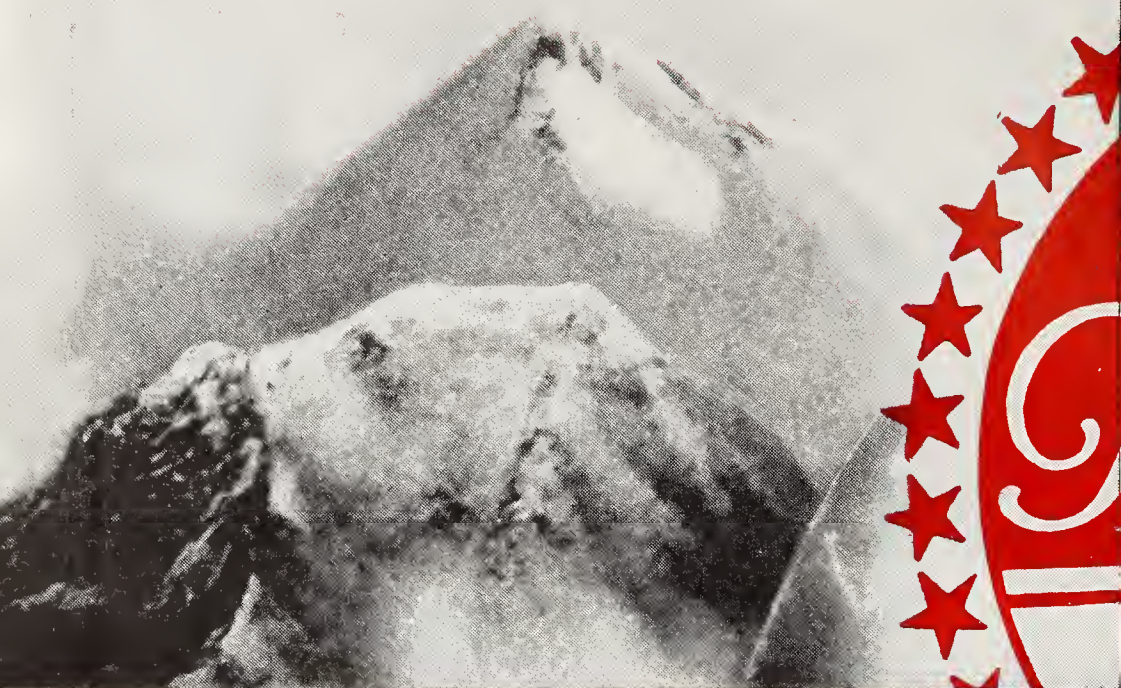
A LESTER COWAN Production
Starring

TALLULAH BANKHEAD
ETHEL BARRYMORE
LIONEL BARRYMORE
GERTRUDE BERG
SHIRLEY BOOTH
LOUIS CALHERN
LEO DUROCHER
FAYE EMERSON
OSCAR HAMMERSTEIN II
REX HARRISON

HELEN HAYES
JOSHUA LOGAN
MARY MARTIN
AGNES MOOREHEAD
LILLI PALMER
RICHARD RODGERS
HERB SHRINER
JOHN VAN DRUTEN
CORNEL WILDE
with TOM MORTON • MARY MURPHY

Screen Play by SAMSON RAPHAELSON • Story by ROBERT E. SHERWOOD • Directed by TAY GARNETT
A Metro-Goldwyn-Mayer Release

THEY'VE SCALED MOUNT EVEREST... BUT NOBODY HAS TOPPED



HOUDINI

Tony Curtis and Janet Leigh • Technicolor

The hot one for July Fourth because as Life says, it's "A fantastic career, screened by George Pal, Hollywood's expert in the amazing."

STALAG 17

William Holden • Don Taylor • Otto Preminger

This week at New York's Astor on the giant screen! Followed next week by West Coast Premiere at Warner's Beverly, Los Angeles...

GEORGE STEVENS' SHANE

Alan Ladd • Jean Arthur • Van Heflin • Technicolor



The proven hit that has smashed records on the giant screen and will do the same on any screen! Word-of-mouth wonder of '53...

HAL WALLIS' SCARED STIFF

Dean Martin and Jerry Lewis



Business is big—the fun's gigantic! It's the first for the boys on the giant screen, their first with stereophonic sound...

PARAMOUNT

**THE COMPANY WITH
THE TOP PICTURES TODAY!**

3-D DIMENSION TOPPERS FROM PARAMOUNT

INCLUDE:

SANGAREE

Fernando Lamas • Arlene Dahl • Patricia Medina • Technicolor

Performing big wherever it has opened to date! Fourth week of strong business at Broadway's Victoria now...

THOSE REDHEADS FROM SEATTLE

COMING:

Rhonda Fleming • Gene Barry • Teresa Brewer • Guy Mitchell • Technicolor

Big-scope 3-D musical—sparkling with stars and scored with hit songs...

ARROWHEAD



Charlton Heston • Jack Palance • Katy Jurado • Technicolor

Plan now for this outstanding outdoor picture! Heston's best—and another stand-out role for Jack Palance of "Shane" fame...

CECIL B. DEMILLE'S

THE GREATEST SHOW ON EARTH



Technicolor. Academy
Award Best Picture of
the Year

Most fabulous boxoffice attraction in history is making history all over again in its Academy Award release...

WILLIAM WYLER'S

ROMAN HOLIDAY

Gregory Peck and Audrey Hepburn

COMING:



The electrifying debut of a new star, Audrey Hepburn—and Peck's sensational switch to comedy—make exciting marquee news...

Production Steady; 29 Films in Work

HOLLYWOOD, June 29.—The production index remains the same, for a total of 29 pictures in work. Seven new pictures were started and seven pictures were completed.

Started were: "Bowery Bloodhounds," Allied Artists; "Camel Corps" (Edward Small, 3-D, U.A. release), "Captain Scarface" (Lincoln Pictures, Astor release) and "Return to Treasure Island" (Wisberg-Pollexfen), Independent; "Geraldine," Republic; "Hell and High Water" (CinemaScope), 20th Century Fox; "The Glass Web" (3-D), Universal-International.

Completed were: "West of Texas," "Mexican Quest" (Lindsley Parsons) and "Fighter Attack," Allied Artists; "Riders to the Stars" (Ivan Tors U.A. release), Independent; "Flight to Tangier" (3-D) and "Lost Treasure of the Amazon" (Pine-Thomas, 3-D), Paramount; "Shadows of Tombstone," Republic.

Albany Testimonial For Ben Smith

ALBANY, N. Y., June 29.—Ben Smith, a film salesman in the Albany area for more than 25 years, was given a farewell luncheon by industry friends at Keeler's Restaurant. Ray Smith, Warner Brothers manager, who with Joe Miller, operator of the Menands Drive-in, arranged the affair, presented his namesake with a luggage set. About forty attended.

Smith, who started as an office boy with American Biograph in New York City more than 40 years ago, is moving to St. John, N. B. His brother is Metro manager there. At one time Smith sold for First National in Toronto, and in Albany for Selznick, 20th-Fox and Warners. He also was British-Gaumont manager here.

Several Theatres in Chicago Area Close

CHICAGO, June 29.—After a period of several months, during which comparatively few theatres had closed, there has been a wave of closings in this area, both within Chicago and in the smaller towns.

Here in Chicago, the Bell, Roscoe and the Essex have shuttered, with Max Worth, of the Essex, rejoining the Schoenstadt Circuit, with which he was formerly associated.

In South Bend, Ind., the Armo, Lyric and Cozy have closed. The Cozy will be converted to use as a church.

In downstate Illinois, the Kendall, in Farmer City, and the Colonial, in Astoria, are suspending operations for the summer.

Miles Elected Head Of Manitoba Unit

WINNIPEG, June 29.—S. Richard Miles has been elected president of the Manitoba Motion Picture Exhibitors Association. He succeeds David Rothstein, who has retired.

Others elected were Ben Sommers, first vice-president, and Harry Hurwitz, second vice-president. The group endorsed the plan for a film institute proposed at the last meeting of the Motion Picture Industry Council of Canada.

'Roman Holiday'

(Continued from page 1)

the past couple of seasons, and who is likely to have the public similarly enthralled after they have seen her at work under the skilled Wyler hand (no offense to those who've directed her preliminary pictures is meant).

These three players contribute splendid performances to the astute and infinitely understanding Wyler's over-all accomplishment here, and an extensive array of Italian and British players seen in support add remarkably substantial characterizations in roles as indispensable, in proportion, as those of the principals. The Wyler wizardry in the making of players to seem to be merely people, doing great things or small, in tragedy or, as here, in comedy, was never better served.

The setting for the Wyler presentation is the Rome of today, which of course is in large measure the Rome of yesterday also, and he and his photographers, Frank F. Planer and Henry Alekan, have made full and telling use of it. (Cinerama may film it bigger one day, but not better.) The two-hour running time is spent largely out of doors, and in lively fashion indeed for the most part, but the in-doors sequences seem quite as unmistakably Rome. (It is to be remarked, entirely parenthetically, that the picture is the best answer yet given to the persistent question put by Hollywood labor as to why producers make some of their pictures overseas).

The story produced and directed in the finest Wyler fashion is by Ian McLellan Hunter, with the script by himself and John Dighton, and without consulting either craftsman it may be stated that they would be the last to call it great, big, significant, terrific or wonderful. No, because they clearly weren't trying for size. For warmth, for humour, for human observation, for romance in a gentle key—yes. That, whether or no, is what the story's got, and Wyler needed no more than that. (In sheer synopsis it's the tale of a princess who filched a night and a day from her royal routine and spent them in company with a couple of American newspapermen, and the basic situation is as old as musical-comedy—where it usually concerned a prince—but as new as every new generation of theatregoers, also most old ones).

Peck gives his usual easy-mannered performance; Albert makes his lesser footage sparkle; and Miss Hepburn is the severest challenge the 10 best American actresses have had to face in a score of years.

Running time, 120 minutes. General audience classification. For August release.

WILLIAM R. WEAVER

'The Charge at Feather River'

(Warner Brothers)

Hollywood, June 29

THIS IS WARNER BROTHERS' second use of 3-D and they have used it at least twice as well as the first time, which was well enough to roll up what can turn out to be their all-time greatest gross. As in that sensationally successful first instance, with "House of Wax," this picture was filmed in Milton L. Gunzburg's Natural Vision process, and in the studio's own WarnerColor with WarnerPhonic sound, all three yielding conspicuously superior results. And whereas the first 3-D job the studio turned out was a frankly gimmick-loaded property chosen for expediency and impact, this one is a substantial Cavalry-Indians story that is strikingly suitable for the stereoscopic medium but by no manner of means dependent upon it. Hard to see how a showman could keep people away from this one if he tried.

The top name for marquee purposes is, of course, Guy Madison, the "Wild Bill Hickock" of the television world, whose activities in video have won him a popularity which his work in this picture will vastly expand. He is dramatically powerful in a quiet, restrained way as the civilian commander of a band of Cavalry in un-military attire that includes such effective players as Frank Lovejoy, James Brown, Dick Wesson, Onslow Stevens, Steve Brodie, Ron Hagerthy, Lane Chandler and Fred Kennedy. The feminine contingent consists of Helen Westcott and Vera Miles, portraying sisters. The millions of kids who follow his Hickock heroics are a ready-made multitude of fans for "Feather River."

The picture is the work of David Weisbart, one of the best producers developed in the past decade, and it is directed dynamically by the dependable Gordon Douglas, from a strong script by James R. Webb. Each and all of these gentlemen rate a special vote of thanks, from trade as well as public, for managing to build suspense to breaking point twice (!) instead of once, the first time bringing the story to a state of tension that makes the intermission-break completely natural.

The story opens with Madison, a former Cavalryman, accepting an unofficial assignment to lead a band of soldiers, disguised as hunters, into the Cheyenne country to rescue, if possible, two girls, sisters of a friend of his, who have been in Indian captivity for several years. Surviving hardships and dangers, they abduct the girls from the Indian camp, to discover that one of them has turned against all whites and is determined to marry the tribal chief. Returning to the frontier fort whence they started, they find the Indians have been there before them, to massacre and pillage. This brings the picture to the intermission point. The second section depicts the party's attempt to reach distant Fort Darby via Feather River, and this synopsis already is too long and meagre for a story as full of incident and complication as this one is.

Although there are a number of incidents taking advantage of the 3-D technique—arrows that land in your lap, missiles you catch between the eyes, etc.—all are normal events as concerns the story and setting. Most likely to elicit comment, and maybe even complaint, is a sequence in which a rattlesnake glides up to you and tickles the tip of your nose with its tongue before Lovejoy repels it by spitting tobacco juice in its face. Even tobacco-chewers could back up from this bit. As if realizing that, the picture is constructed in such fashion that elimination of the sequence would be a simple matter.

Running time, 99 minutes. General audience classification. Release date, July 11.

W. R. W.

'Donation'

(Continued from page 1)

as a donation, does not alter its identity as a condition to admission," the Bureau said. "It is, in fact, an admission charge even though the amount is left to the discretion of the admittee."

The Bureau said its "advice" had been requested on the proposition, after a case arose where a theatre owner taking such donations refused to pay admission taxes.

AA Cracks Down

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the showing of Allied Artists' "Black Gold" to Edward Morey of AA.

Wile told Morey that Post Pictures Corp., distributor of Allied Artists' 16mm. product, is communicating with its sub-distributor which leases the film to BJS Road Shows. Post said that prints will be withdrawn unless the practice ceases immediately.

Wile asked Ohio exhibitors to report to him any similar showings.

Vallance, Thorp

(Continued from page 1)

versal Exchange Corp., a financial trading company not connected with Universal Pictures.

The board of Universal Pictures declared a quarterly dividend of \$1.06¼ per share on the 4¼ per cent cumulative preferred stock, payable Sept. 1 to stockholders of record on Aug. 15.

Five File in N. Y. For Incorporation

ALBANY, N. Y., June 29.—Motion pictures, television and real estate are represented in certificates of incorporation filed here.

Rona Theatre, Inc., has registered a certificate to conduct business in New York, while Athena Television Corp. seeks permission to operate a video and motion picture business in the state. Fifth Avenue Cinema Corp. has filed to conduct a motion picture and real estate business in New York. Regal Film Corp. and Monarch Films Corp. each registered a certificate to operate a motion picture business.

Hames in New Post; Succeeded by Bigley

INDIANAPOLIS, June 29.—William Hames of United Artists is the second local branch manager in two weeks to take the Indianapolis-to-Dallas route. Like William Keith, who was 20th-Fox branch manager here, he has been transferred to UA's Dallas exchange. He will be succeeded here by Ed Bigley, from Detroit. Bigley's post is being taken by Mannie Brown, formerly of the Buffalo exchange.

Keith's successor at 20th-Fox is Robert L. Conn, who came from Des Moines.

Grant's Mother Dies

Mrs. Ada Grant, mother of Russ Grant of Loew's Theatres advertising-publicity department, died Sunday of a heart attack. The funeral will be held tomorrow from the Ahern Funeral Home, Hartford, Conn.

CinemaScope

(Continued from page 1)

has arrived when production and projection methods must not only be changed, but the whole sales emphasis must be re-oriented. The 20th-Fox office here revealed that it already had received 400 installation inquiries.

The screen on which the demonstration was held today was imported from the United States. The program consisted of the Coronation procession, the Paris and New York skylines and clips from "The Robe" and "How to Marry a Millionaire." The audience consisted of bankers, editors, producers, members of Parliament, BBC television officials, censors, exhibitors, and others.

At a weekend all-industry conference, Skouras admitted that CinemaScope was the greatest gamble of his life, but that he never had been on such an assured bet. Within the next two years, the normal period of a picture's amortization, he predicted that every worthwhile theatre in Britain would be equipped with CinemaScope.

Sees Lower Costs Abroad

Both Skouras and Earl L. Sponable, research director, were pressed on the standardization of processes, upon which British exhibitors, led by Dr. Leslie Knopp, are insisting. Both men claimed that whatever standards of aspect ratios are determined, their screen and lens will meet the need. Skouras said that his inquiries showed that costs would be lower in Europe, particularly in Britain and Germany, than in the United States. He ventured the view that larger theatres here could equip fully for as little as £4,000, with relatively lower costs for smaller theatres.

35 More Theatres Order CinemaScope

Seven drive-ins of the T. G. Solomon circuit in Louisiana, Florida, Alabama and Mississippi head a list of 35 situations included in the latest CinemaScope installation orders received by 20th Century-Fox.

The theatres are the Airline and Tiger Drive-in, Baton Rouge; 51 and Skyvue Drive-in, Jackson, Miss.; Bama Drive-in, Mobile, Ala.; and the Palafox and Twinair drive-ins at Pensacola, Florida.

Other houses covered are the Ritz, Laurel, Miss.; Rex, Minden, La.; State and Majestic, Rhindeland, Wisc.; Dells, Wisconsin Dells, Wisc.; Uclan, Los Angeles; Encino, Encino; Fair Oaks, Arroya Grande, Cal.; Ritz and Tivoli, Columbia; and the Paramount, at Ft. Wayne, Ind.

Also the Towne, Milwaukee; Carolina, Elizabeth City, N. C.; Skyway Drive-in, Anderson, S. C.; Starlite Drive-in, Alliance, Neb.; Palm, Bayard, Neb.; Elite, Crawford, Neb.; Seminole, Homestead, Fla.; Florida, Daytona Beach, Fla.; Town, Mankato, Minn.; Rialto, Terry, Mont.; Ritz, Madill, Okla.; Avon, Welletka, Okla.; Redskin, Wetumka, Okla.; Civic, Hay Springs, Neb.; Inland, Martin, S. D.; Avalon, Jeanerette, La., and the Grand, Thibolaux and Donaldsonville in Louisiana.

Form Firm to Dub Films

The American Dubbing Co., Inc., has been formed in New York to dub into English feature films from abroad.

Dismiss Hillside Case

(Continued from page 1)

was the first case in which the sole issue was alleged price discrimination of rentals, and second, it was the first time that a violation of the Robinson-Patman Act, dealing with discrimination in prices, had been invoked in a film case. During the course of a four-hour argument by Nizer to dismiss, the court ruled that the Robinson-Patman Act did not apply to motion picture films, because pictures are licensed and not sold.

Judge Sugarman upheld the defendants' contentions that the plaintiff had failed to make out a case. He analyzed the evidence in an opinion in which he stated three conclusions; namely:

1. That there was no evidence of a conspiracy, direct or by inference from the conduct of the defendants. To reach this conclusion, Judge Sugarman made an analysis of the film rentals charged to indicate that, even though there were differentials in price, this did not constitute discrimination, and that there were many variable features in the fixing of film rentals which justified any distributor in negotiating the best film rental it could from each theatre with which it dealt. The judge concluded that an analysis of the film rentals of the various companies showed each company differed from the other and that the variations in each company were different—both as to average price per unit, or otherwise.

Touches on Competition

2. The judge concluded that there was insufficient evidence of competition between the theatres, in the sense of substantial competition necessary to establish the basis for a comparison.

3. Judge Sugarman said that the evidence of damage was totally insufficient and that there would have to

Mason Bill

(Continued from page 1)

the 20 per cent Federal admission tax.

One thing which has kept the Mason Bill from a committee vote is that Chairman Reed (R., N. Y.) has feared that extension of the excess profits tax, which he opposes, might be tacked on as an amendment either on the House floor or in the Senate. However, as a result of developments yesterday, the excess profits tax extension will apparently be voted out of his committee as a separate bill, and he no longer needs to keep other bills bottled up. The Mason Bill, which the Treasury claims would lose considerable sums of money, would definitely put House leaders on the spot.

Reed yesterday said that there was a "mass of bills" in the committee, and that he intended to "get them out soon."

Even if the committee should act shortly, however, it is believed that Administration opposition plus the fact that Congress has a lot of must-legislation to dispose of before it quits for the summer would make it unlikely that the bill reaches the White House this year. Congressional leaders have indicated they want to finish this session by July 31. It would be very difficult to sandwich in the Mason Bill, in the Senate especially, before then.

be direct damages shown from the alleged discriminations.

In Nizer's cross-examination of Irving Dollinger, buyer of the Independent Theatre Service, which bought for the Mayfair, it was disclosed that Dollinger had obtained reductions and adjustments from most of the distributors when it had not fared as well with a feature as it thought it should. It was admitted that the adjustments never were upward when good profits were shown.

During cross-examination, Jacob Unger, president of the Hillside Amusement Co., said that he had not included income from concessions in his theatre income, but had given it to his wife.

Nizer and John Caskey, the latter representing 20th Century-Fox, contended that there was no need to put in a defense because the plaintiff had failed to establish a cause of action.

Judge Sugarman also ruled that the decree in the case of U. S. vs. Paramount, et al, was not admissible as *prima facie* evidence of conspiracy because there had been no finding of discrimination in film rentals which would justify the admission of the decree.

Arthur Fink, of counsel for the plaintiffs, said here yesterday that an appeal from Judge Sugarman's dismissal would be filed after the findings of fact and conclusions of law had been entered. Plaintiffs must file within 30 days after entry of the order.

3-D Glasses

(Continued from page 1)

children, or that permanent glasses for both adults and children be made available.

"As polaroid glasses are now made," Ezell claimed, "they will not and cannot possibly be made to fit children, and it is through the youngsters that drive-in theatres derive a great amount of their business. We have made a survey of this condition and have found that parents have actually been urged by their children to leave the drive-in theatre playing 3-D and drive some distance to another theatre, or go home to see TV," he warned.

The problem of polarizing glasses was also the theme of Ezell's address recently before a group of Texas drive-in theatre owners.

'Main St. to B'way'

(Continued from page 1)

performers and producers and others instrumental in developing barn theatres during the summer can be "a powerful agency for publicizing and advertising the all-star picture when it comes to areas either immediate or surrounding the summer theatres," said M-G-M.

The Council of the Living Theatre will receive a portion of the proceeds from the picture to be used to further stimulate theatre-going on a subscription plan basis all over the country. Many stars, directors and writers of the Theatre Guild have contributed their services in the making of "Main Street to Broadway," which was produced by Lester Cowan for M-G-M release.

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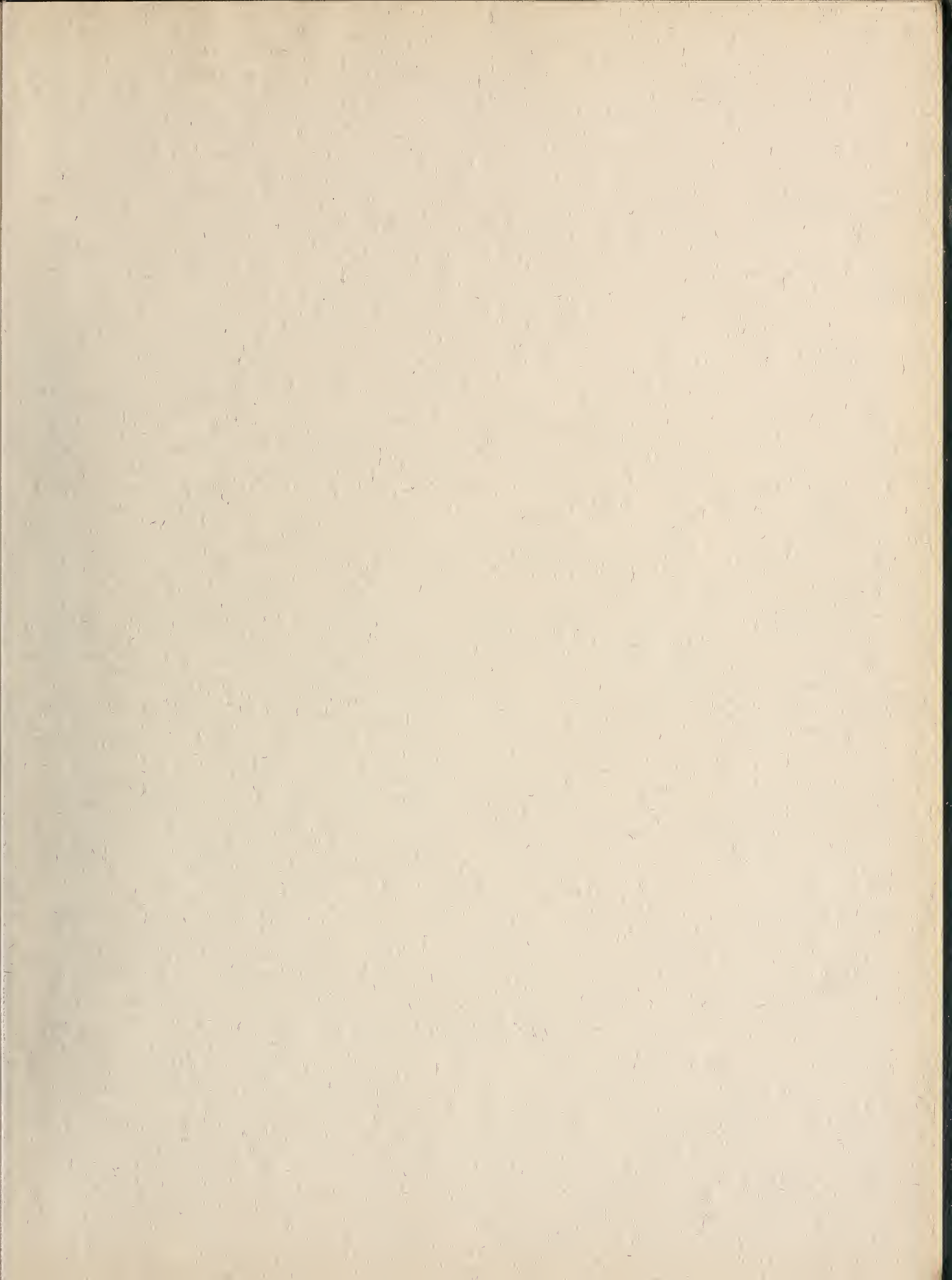
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